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Fall and Winter

1947-1948

SEARS, ROEBUCK AND CO.

925 So. Homan Avenue

Chicago 7, Illinois

**Satisfaction guaranteed
or your money back**





CHILDREN COME FIRST AT SEARS

Parents think first of their children. They plan for them, sacrifice for them. They want them well educated, well fed, well clothed. Frequently they do without so that their children can enjoy a fuller life. Because this is so, because children and their needs are so important, we have tried to provide values which will permit mothers to dress their children as they really want to dress them; to raise the quality and increase the wear of our children's apparel; to make shopping tasks easier in the work-crammed days mothers meet; to broaden our assortments so all tastes and all pocketbooks can be satisfied.

Yes, your children come first at Sears, too.



Wide selections for Girls..

Clothes for school and dress-up and playtime—in all fabrics and all wanted colors. Searseconomy priced.



Wide selections for Boys..

Clothes boys like and even better, the kind that give long wear. Here you can really save on them.



Wide selections in Accessories..

Shoes, underwear, sweaters and all the things so necessary for boys, girls and infants.



Wide selections for Infants..

Everything for the newly born from layettes to smart baby carriages. We invite comparisons.

FOR THE FIRST TIME

Children's Wear Opens Sears Big Catalog

Turn this page and you arrive at the beginning of our Store For Children. It's a section of which we are very proud and which we present with great confidence. We are hopeful it will help you in many ways; hopeful, too, it will increase your regard for Sears and further cement the bond which has long existed between us.

Children's clothes will wear out. Children will grow. Your shopping for them is constant and important. If we can earn the right to be considered first when you buy for them, we shall be happy. As we see it now, we can't quite understand why we didn't think of doing this before.

Here's why we feel you will like it

We have made it easier to select your children's wear. Not only because it's "up front," but because we've arranged the merchandise by size. We have greatly increased assortments of all children's merchandise. In size, in price, in color, in fabric, in style we believe you will find the new Sears Children's Shop far ahead.

We maintain rigid quality controls to assure good, well fitting, long wearing apparel. Specifications to our factories is the first step. Constant examination of finished merchandise is the second step. Both are essential and both are carefully supervised at Sears. Our guarantee of satisfaction is not a mere claim . . it is insured.

When you buy from this catalog, you get facts—on wear, on fabric content, on weight, on details of workmanship. You buy with confidence because you buy with knowledge. Our merchandise is photographed on normal children, just as it will look on your own boys and girls. Our descriptions are simple, honest, straightforward statements of facts. We do not misrepresent. We do not "oversell." There is no pressure exerted on you, so you can select our highest priced dress, or our lowest priced without anyone influencing your decision.

We think you'll enjoy shopping here.. the new easy, time-saving, money-saving Sears catalog way. Welcome to Our Children's Store which we hope will be Your Children's Store.



SIZES 3 TO 6X

FOR THE KINDERGARTEN CROWD

Sears great New Catalog proudly presents its first offering

DE LUXE HONEYSUCKLE DRESSES

Famous since 1937 as our standard of quality

MOTHERS CHOOSE THEM YEAR AFTER YEAR BECAUSE

- They are all of fine quality closely woven cottons with excellent wear
- All in sparkling washfast colors
- Expertly made with the finest details of construction . . . French side seams . . . fine stitching of more tiny stitches to the inch . . . dainty new trims

- All have 3-inch hems so they can be altered for fast-growing little girls
- Each dress has a full skirt . . . sash
- Styles created by a famous designer specializing in children's clothes
- Made for and sold exclusively by Sears. Regularly \$2.98, now \$2.79

\$2.79
EACH

These dresses are available on Sears Easy Terms . . . see inside back cover for complete details.

A SCOTCH AS THE HEATHER . . . is a little lass in this gay clan plaid cotton frock that sports a big red bow tie, so colorful and flattering. Crisp, snowy white collar for contrast. Rippling pleated skirt has a 3-inch hem for growing room. Tie back sash. Washfast (remove bow). Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1306—Red and blue plaid \$2.79

C CANDY STRIPED cotton chambray sweet enough to eat. Stripes swirl diagonally across bodice, fancied up with pretty posy appliques. All around tie belt tops the full gathered skirt. 3-in. hem. Washfast. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1315—Bright red . . . \$2.79
29 K 1316—Light blue . . . 2.79

E ANGELIC PASTEL PLAID in shades of color clouds fashions this lovely cotton. She'll adore the big Bertha collar of white cotton pique with applique and self trim. Puff sleeves; full skirt has 3-inch hem, tie sash. Washfast. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1307—Multicolor plaid . . . \$2.79

G TWO-PIECE, PRETTY AND PRACTICAL. Jacket top has Peter Pan collar, dainty embroidery and 2 cute pockets. The box pleated suspender skirt can do many change-about tricks with other blouses. 3-inch hem. Washfast cotton. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1312—Bright red . . . \$2.79 29 K 1313—Light blue . . . \$2.79

B STRING DOLLS DANCE all over this dream dress in the newest print of the season. Styled sweet and demure with basque bodice, full shirred skirt. Big fancy collar has a raised applique doll she'll adore. 3-inch hem. Washfast cotton. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1308—Medium blue . . . \$2.79
29 K 1309—Bright red . . . 2.79

D SHIP ABOY SAILOR GIRL steps out in navy blue . . . all decked out in white braid and buttons, topped off with a bright red bow. She'll be proud of the box pleated skirt, too . . . full and swirling, with a 3-in. hem. Washfast cotton (remove bow). Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1314—Navy blue . . . \$2.79

F MEXICANO PRINT COTTON FROCK goes gay and gala with a wide circular swing skirt . . . edged with 5 rows of stitching to give it swirl and sway. White eyelet embroidery trims bodice . . . fancy pointed collar. Washfast. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1310—Yellow . . . \$2.79
29 K 1311—Medium blue . . . 2.79



HONEYSUCKLE
THE RIGHT WAY
TO SAY
**CHILDREN'S
WEAR**



SIZES 3 TO 6X

KINDERGARTEN CROWD



A

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



D

E

F

SEARS HONEYSUCKLES

Quality wash cottons, 3-in. hems, sashes

\$1.98
Each



B

C

A Sweetly smocked with gay stitching
Color-happy and a tip-top favorite of the Kindergarten Crowd. They love the bright smocking at bodice and waistline that gathers the full skirt so gracefully. Tie back sash for snug fit; 3-inch hem for when she grows taller. Washable cotton dress. Sizes 3, 4, 5, 6, 6x; size scale, page 1363. State size. Shpg. wt. 6 oz.
29 K 1325—Bright red.....\$1.98
29 K 1326—Medium blue..... 1.98

B Queen of hearts striped cotton
This fresh-looking striped cotton dress goes gay and gala with pretty heart appliques on its basque style bodice. Popular little girl fashion with set-in waistband and tie back sash, topping the full gathered skirt... and a pocket for her pennies. 3-inch hem. Washable. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1317—Bright red.....\$1.98
29 K 1318—Medium blue..... 1.98

C Cherry print and a Pilgrim collar
Fashion took this bright idea from the Pilgrims... a big, square collar on a cotton cherry print frock and made it a little girl style hit. There's an embroidery cherry on the collar for good measure. Trim basque bodice; full gathered skirt has 3-in. hem. Washable. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1323—Medium blue.....\$1.98
29 K 1324—Bright red..... 1.98

D Color cluster, rosey posey print
Gay, cheerful print on soft, fine quality cotton that washes and irons beautifully. An adorable style too... with a dainty matching flower embroidered on the snowy collar... a pocket on the full gathered skirt. Cute, puff sleeves. 3-inch hem; tie back sash. Washable. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.
29 K 1319—Yellow.....\$1.98
29 K 1320—Medium blue..... 1.98

E Daisies blossom on her bodice
A dream of a dress. The lovely basque style bodice has daisy embroidered motif... ruffle trimmed collar, cute puff sleeves, piping trim at waist. The fly-out, full gathered skirt has a 3-inch hem for growing room. In soft, smooth washable cotton. Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. State size. Shpg. wt. 6 oz.
29 K 1327—Medium blue.....\$1.98
29 K 1328—Bright red..... 1.98

F Unusual print on fine quality cotton
"Choo-choo—let's go to town in this striking train print cotton... it's a dress she'll simply adore for her best. Notice how the beautifully pleated skirt accents the print interest. Ruffle of eyelet embroidery and piping trim collar. Tie sash; 3-inch hem. Washable. Sizes 3, 4, 5, 6, 6x; size scale, page 1363. State size. Shpg. wt. 6 oz.
29 K 1321—Bright red.....\$1.98
29 K 1322—Aqua green..... 1.98

Buy everything your little girl needs at one time. Sears Easy Terms are available if order totals \$10.00 or more. See inside-back cover for complete details.



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"The girl" fashi

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3508



Thrifty cotton Dresses . . . gay 2-pc. Suits . . all the newest
 "little girl" fashions are at Sears . . and low priced

A Candy stick cotton, embroidery trim
 Striped the way she likes it . . . a fresh-looking everyday cotton dress with Peter Pan collar and embroidered yoke trimmed with ric-rac. Full gathered skirt; tie back sash. Washable. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.*
 29 K 1300—Bright red stripe . . . \$1.59
 29 K 1301—Medium blue stripe . . . 1.59

C Cute checked cotton with ric-rac
 Pet style of the Young Crowd. Washable checked cotton dress fancied up with a yoke, trimmed with ric-rac . . . embroidery on the bodice. Peter Pan collar has check trim. Tie sash. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.*
 29 K 1304—Bright red . . . \$1.59
 29 K 1305—Medium blue . . . 1.59

E Velvety corduroy "bell hop" suit
 Pin wale cotton corduroy 2-pc. Tricky red "bell hop" jacket fits like a charm . . . has convertible collar to button up or wear open. Suspender skirt is gay and gleaming with a bright red rayon lining. Wash separately. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 1 lb. 3 oz.*
 29 K 4025—Bright red jacket; medium blue skirt with bright red lining . . . \$3.98

G Parker Wilder all wool flannel in a smart 2-piece suit
 Tailored to a "T" in rich, warm all wool Parker Wilder flannel. Swanky little jacket fits snug and tapers to a point in back . . . just like a "bell hop's." Graceful skirt has pleats in front and back. Adjustable suspenders. Side button opening. Dry clean. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 1 lb. 10 oz.*
 29 K 4022—Medium blue . . . 29 K 4023—Coral (light rose)
 29 K 4024—Mint (med. soft green) . . . Each . . . \$4.98

B Hearts on her jumper-type style
 Every little girl loves a jumper-type dress like this with dainty embroidery trim. Snowy make-believe blouse has piping on collar. Gathered skirt; all around tie belt. Washable cotton. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.*
 29 K 1302—Medium blue . . . \$1.59
 29 K 1303—Bright red . . . 1.59

D All wool bolero two-piece suit
 2-pc. Pacific all wool crepe suit has sleeveless bolero prettied with metal buttons and simulated buttonholes of contrasting trim. Pleated skirt. Adjustable suspenders. Dry clean. (For blouse see page 17.) *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 6 oz.*
 29 K 4019—Bright green . . . 29 K 4020—Red
 29 K 4021—Medium blue . . . Each . . . \$3.98

F Newest virgin wool bolero suit
 Top fashion of the season. Notice the new cuffs on bolero, topped off with metal button trim. Swirling accordion pleated skirt has adjustable suspenders; concealed placket. In 100% virgin wool. (For blouse see page 17.) Dry clean. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 1 lb. 10 oz.*
 29 K 4018—Brown and white check . . . \$4.98
 29 K 4017—Navy blue and white check . . . 4.98



SIZES 3 TO 6X

THE KINDERGARTEN CROWD



Two top fashion Sets in all wool
each one an outstanding value

\$15.95 Each

A Shirred waistline style with velvet collar

Tremendously smart double breasted all wool style has panel front and back with shirred sides. Contrasting rayon velvet collar is convertible. Rayon lined; interlined. Zipper leggings have snap fasteners at waist, adjustable suspenders; cotton lined. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 6 oz.
29 K 2358—Wine red. \$15.95
29 K 2359—Medium blue. 15.95

B New shirred style with leopard-like trim

Season's new style in warm all wool (10% new wool, 90% reprocessed wool) . . . trimmed with cotton fabric that resembles leopard fur. Smart double breasted style. Shirring nips in waist . . . rayon lined; interlined. Cotton lined, adjustable suspender leggings have zippers. Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. Please state size. Shipping weight 4 pounds 1 ounce.
29 K 2364—Dark green. \$15.95
29 K 2365—Dark brown. 15.95



\$7.95



C \$9.95
Part Wool Fleece

D \$10.95
All Wool

E \$12.95
All Wool

Sears Big Selection makes it easy
to choose her winter-warm Coat Set

C Attractive style with Laskinlamb trimmed collar

Rich Laskinlamb fur and pretty princess lines accented with fancy stitching, in a standout style. Double-breasted effect coat is rayon lined; interlined. Cotton lined zip leggings; adjustable suspenders. Warm fleece, 52% new wool, 48% rayon face; knit cotton back; (face, 50% total weight). Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 4 oz.
29 K 2352—Light blue. \$9.95
29 K 2353—Bright red. 9.95

D Rich 100% wool in becoming princess style

Winter-warm all wool, in a domestic Shetland-type fabric, fashions this lovely set. Its beautiful princess style is tops with well dressed little girls. Coat has two flaps resembling pockets. Rayon lined; interlined. Cotton lined zipper leggings have adjustable suspenders. Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. State size. Shpg. wt. 2 lbs. 12 oz.
29 K 2354—Bright red. \$10.95
29 K 2355—Medium blue. 10.95

E Smart wool Chesterfield with velvet collar

The Kindergarten Crowd adores the Chesterfield . . . it's Tailored to a "T" in warm all wool winter fleece (10% new wool, 90% reprocessed wool) just like big sister's. Has rayon velvet convertible collar and 2 pockets. Rayon lined; interlined. Cotton lined zip leggings; adjustable suspenders. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping weight 3 lbs. 14 oz.
29 K 2356—Dark green. \$12.95 29 K 2357—Wine red. \$12.95

F Our money-saving budget priced Set

Popular little girl fashion. The gracefully gored coat has two flaps resembling pockets . . . and a double row of buttons to top it off. Rayon lined; interlined. Unlined suspender leggings have zippers. Warm fleece is 52% new wool, 48% rayon face; knit cotton back; (face, 50% total weight). Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. Please state size. Shipping weight 3 lbs. 4 oz.
29 K 2350—Wine red. \$7.95 29 K 2351—Medium blue. \$7.95

All Children's Wear is available on Sears Easy Terms. See inside back cover for complete details.



A \$12.95

B \$14.95

C \$16.95



D \$17.95

E \$18.95

All the very newest styles in rich all-woolen fabrics,
warmly lined . . . easy to buy at Sears money-saving prices
. . . on Sears Easy Terms

A Top fashion in fine all wool suede

Darling dressmaker style, fitted and flared in the new season's manner. In lovely 100% wool suede, prettied with button trimmed tabs . . . rayon velvet collar. Rayon lined; interlined. Cotton lined suspender leggings have zippers. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 1 oz.
29 K 2362—Medium blue. \$12.95
29 K 2363—Wine red. 12.95

C Adorable princess style for Sunday best

Gleaming nailheads on all wool fleece (70% new wool, 30% reused wool). A dressy-best style with gold color buttons, fancy stitched cuffs, 2 flap pockets. Rayon lined; interlined. Cotton lined, adjustable suspenders; zip leggings. Sizes 3, 4, 5, 6, 6x; size scale, page 1363. State size. Shpg. wt. 3 lbs. 2 oz.
29 K 2366—Bright green. \$16.95
29 K 2367—Light blue. 16.95

E Our finest virgin wool is a top fashion

The fine 100% virgin wool suede is enhanced with rich-looking cotton velvet inserts, collar and button trim. Gracefully shirred under belt. Rayon lined; interlined. Cotton lined zip leggings. Snap fastener side closing; adjustable suspenders. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 12 oz.
29 K 2369—Bright red. \$18.95
29 K 2370—Medium blue. 18.95

G New fashion hit style features trimmed cape shoulders

The soft, lovely fabric is warm all wool fleece (10% new wool, 90% reprocessed wool). Stunning style with flattering new cape shoulders . . . highlighted with embroidery and contrasting trim. Shirred at sides for lovely lines. Rayon lined; interlined. Cotton lined zip leggings have snap fastener side waist closing; adjustable suspenders. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 14 oz.
29 K 2372—Medium blue. . . \$16.95 29 K 2373—Wine red. . . \$16.95

B Shirred waistline Coat, fur-like collar

Cute "fashion-first" in all wool (10% new wool, 90% reprocessed wool); nips in waist . . . has new cap-topped sleeves, cotton fabric collar resembling leopard. Rayon lined; interlined. Cotton lined zip leggings have adjustable suspenders. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 14 oz.
29 K 2360—Wine red. \$14.95
29 K 2361—Dark green. 14.95

D New season's smart, trimmed style

Handsome all wool fleece (40% new wool, 60% reprocessed wool); set has embroidery and applique trim . . . stitched rayon velvet collar, gold color metal buttons. Sectional back has button trim. Rayon lined; interlined. Cotton lined zipper leggings; adjustable suspenders. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 14 oz.
29 K 2368—Medium tan. \$17.95

F Dashing clan plaid in rich all wool

Colorful all wool plaid coat (80% new wool, 20% reused wool) has new cape sleeves, silver color buttons. Shirring at waist. Rayon lined; interlined. Cotton lined zip leggings in 10% new wool, 90% reprocessed wool; adjustable suspenders. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 10 oz.
29 K 2371—Dark green and bright red plaid jacket; dark green leggings. \$16.95



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G \$16.95



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SIZES 3 TO 6X

FOR THE KINDERGARTEN CROWD



Featuring zero-warm sheep linings
Sears outstanding suit hits

A Handsome embroidered all wool style \$10.95

Beauty and warmth in all wool (70% reprocessed wool, 30% reused wool) make this lovely 2-piece suit first choice. Expertly tailored. Embroidered zip-front jacket has your choice of electrified sheep lining or cotton plaid lining, both with drawstring hood cotton lined. Bib front pants have zip anklets, knee patches; cotton lined. Sizes 3, 4, 5, 6, 6x; see page 1363. Please state size.

2-Pc. Suit with Sheeplined Jacket. Shipping wt. 4 lbs.
29K2594—Navy blue \$10.95 29K2595—Dk. brown \$10.95
2-Pc. Suit with Cotton Lined Jacket... this quality last fall was \$9.98, now \$8.95. Shpg. wt. 3 lbs. 2 oz.
29K2580—Navy blue \$8.95 29K2581—Dk. brown \$8.95

B Cotton gabardine Jacket, wool Pants \$12.95

Stunning 3-piece suit. Water-repellent cotton gabardine hat and zip-front jacket with zip-in detachable sheep lining... zip it out, it has cotton plaid lining for milder days. Sleeves and hat have plaid cotton lining quilted to 100% wool interlining. Elastic shirred back. Bib pants, 20% new wool, 80% reused wool; cotton lined; zip anklets, knee patches. Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. State size. Shipping weight 3 lbs. 12 oz.

29 K 2593—Bright red jacket; navy blue pants... \$12.95
29 K 2597—Medium blue jacket; navy blue pants... 12.95

10... SEARS, ROEBUCK AND CO. 2CPBKM28



C \$5.95
Part Wool

D \$7.95
All Wool

E \$9.95
All Wool

Let them play... here's lots of warmth,
wear and value in every pretty style

C Part wool Set, economy priced and practical

This snow-wonder is an excellent buy. Made of sturdy melton cloth (50% reused wool, 50% cotton). Drawstring hooded jacket has elastic shirred back, colorful applique trim and two pockets. Bib front adjustable suspender pants have double fabric knees, warm knit anklets. Suit warmly cotton lined. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs.
29 K 2575—Dark brown... \$5.95
29 K 2576—Navy blue... 5.95

D Typical Sears value in 100% wool Suit

Popular 100% wool suit (15% new wool, 68% reprocessed wool, 17% reused wool); exceptionally low priced. Smart hood style, zip-front jacket has bright contrasting trim, elastic shirred sides. Bib top pants have adjustable suspenders, double fabric knees, snug anklets. Suit warmly cotton lined. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 2 oz.
29 K 2577—Navy blue... \$7.95
29 K 2578—Dark brown... 7.95

E Embroidered, two-tone all wool Suit

Stunning all wool suit (70% reprocessed wool, 30% reused wool) has gay embroidery, felt applique trim... a wonderful value at Sears Price. Zip-front cotton plaid lined jacket has attached drawstring hood... elastic shirring at sides for fine fit, 2 pockets. Bib-top pants have adjustable suspenders, zip anklets, sturdy knee patches; cotton lined. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 6 oz.
29 K 2584—Light tan jacket; dark brown pants... \$9.95
29 K 2585—Bright red jacket; navy blue pants... 9.95

F Separate, well-tailored Ski Pants in 2 fabrics

Sturdy ski pants in two winter fabrics... long-wearing part wool or warm all wool melton cloth. Bib-top style, adjustable buckle suspenders. Double fabric knees; knit anklets. Cotton lined. (Sweater sold on page 13.) Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. ea. 1 lb. 14 oz.
Part Wool (50% reused wool, 50% cotton)
29 K 2704—Navy blue... \$2.69 29 K 2705—Dark brown... \$2.69

All Wool (70% reprocessed wool, 30% reused wool)
29 K 2702—Navy blue... \$3.69 29 K 2703—Dark brown... \$3.69

Get everything your little girl needs at one time. Sears Easy Terms are available. See inside back cover for details.



F
All Wool \$3.69
Part Wool \$2.69



\$9.95
Part Wool

Featuring a grand
rich fabrics, ne

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A \$9.95
Part Wool

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All Wool

C \$10.95
All Wool

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All Wool

E \$10.95
All Wool

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR

Featuring a grand selection of finer suits . . . dressy styles,
rich fabrics, newest tricks of tailoring and trim

A Rich coney fur trim on attached hood
Water-repellent cotton poplin jacket with silver coney fur on drawstring hood . . . is lined with part wool suiting (50% reused wool, 30% cotton, 20% rayon). Elastic shirring at back. All reprocessed wool melton pants have adjustable suspenders, zip anklets. Cotton kasha lined. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 2 oz.*
29 K 2579—Bright red jacket, navy blue pants. \$9.95

C All wool with Mouton lamb trim
Mouton lamb fur on hood adds beauty to the warm all wool melton fabric (70% reprocessed wool, 30% reused wool). Zip-front cotton plaid lined jacket has shirring at sides, nailhead, embroidery trim. Adjustable bib-top suspender pants have zip anklets; cotton flannel lined. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 4 oz.*
29 K 2586—Wine red. \$10.95
29 K 2587—Medium green. 10.95

E All wool with silver coney fur trim
Scampering reindeer appliques enhance this expertly tailored two-tone style. In warm all reprocessed wool melton cloth. Zip-front jacket has attached hood with silver coney fur, elastic shirring at back for fine fit. Adjustable suspender pants have knee patches; zip anklets. Suit warmly cotton lined. *Sizes 3, 4, 5, 6, 6x; see size scale, page 1363. State size. Shpg. wt. 3 lbs. 10 oz.*
29 K 2588—Dark green, gray trim. . . \$10.95

G Our finest all wool 3-pc. suit . . . expertly tailored, smartly styled
Our loveliest style is 100% reprocessed wool . . . enhanced with dainty embroidery and has its own matching hat. Well tailored zip-front jacket has elastic shirring at back, 2 pockets. Bib-top, adjustable suspender pants have knee patches; zip anklets. Suit warmly cotton lined. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs. 10 oz.*
29 K 2591—Aqua blue jacket; dark brown pants and hat. . . . \$12.95
29 K 2592—Orchid (light purple) jacket; wine red pants and hat. . . 12.95

B Gaily embroidered all wool 3-pc. set
Good-looking 100% reprocessed wool set has colorful felt appliques and embroidery trim on fly front jacket . . . bright piping on matching hat, collar and 2 pockets. Adjustable bib-top suspender pants have sturdy knee patches, zip anklets. Suit warmly cotton kasha lined. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping weight 3 lbs. 4 oz.*
29 K 2582—Teal (dk. greenish blue). . . \$9.95
29 K 2583—Wine red. 9.95

D 3-piece all wool two-tone style
An adorable suit in warm all wool (70% reprocessed wool, 30% reused wool), bright with embroidery and has its own matching bonnet. Cotton flannel lined throughout. Zip-closed jacket has shirring at sides for snug fit. Adjustable suspender pants have knee patches, zip anklets. *Sizes 3, 4, 5, 6, 6x; size scale, page 1363. Please state size. Shipping weight 3 lbs. 8 oz.*
29 K 2590—Bright red and navy blue. \$10.95

F All wool 3-piece Jodhpur Suit
Smart double breasted jacket is 100% winter-warm brushed virgin wool . . . has metal buttons, bloused and shirred at back. Matching hat. Jodhpur pants are 10% new wool, 90% reprocessed wool, with knee patches, 2 pockets; zip anklets. Suits warmly cotton lined. *Sizes 3, 4, 5, 6, 6x; size scale on page 1363. State size. Shpg. wt. 3 lbs. 6 oz.*
29 K 2596—Bright red plaid jacket; dark green pants and hat. \$10.95



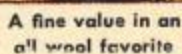
F
\$10.95
All Wool

G \$12.95
All Wool

THE KINDERGARTEN WD



12 . . SEARS, ROEBUCK AND CO. СРБКМНБ



Winter cardigan, knit of warm all wool yarns in heavy weight. Neatly tailored set-in pockets. Rib knit V-neck lies flat under coats; ribbed knit cuffs. Hand wash separately. Sizes 4, 6, 6x; see size scale below. Please state size. Shipping weight 8 ounces.

29K3626-Medium blue \$1.98
29K3625-Bright red 1.98
29K3627-Medium tan 1.98

A style hit winter fashion for the Young Crowd. Superbly warm, because it's closely knit of fine all virgin wool yarns in double thickness to keep out cold. She'll love the color-bright plaid design... gives plenty of zest to her winter costumes. Hat has snowy all wool cut fringe trim for flattery; ties securely. Makes a lovely gift set for every little outdoor girl. Hand wash separately. *One size fits 3 to 6.* Shipping weight set 8 ounces.

29 K 7515—Bright blue with white...\$2.49
29 K 7516—Bright red with white... 2.49





Thrifty price for a virgin wool cardigan

<p>Stocking Hat \$1.98</p> <p>Popular pullover with long sleeves for winter comfort and warmth. Firmly knit of soft, 100% virgin wool worsted yarns. Snug fitting rib knit crew neck, cuffs and bottom. Hand wash separately. Sizes 3, 4, 6, 6x; see size scale on opposite page. Please state size. Shipping weight 6 oz.</p> <p>29 K 3532—Yellow.....\$1.79 29 K 3533—Pink.....1.79 29 K 3537—Bright red... 1.79</p>	<p>All wool Pullover \$1.79</p> <p>Popular pullover with long sleeves for winter comfort and warmth. Firmly knit of soft, 100% virgin wool worsted yarns. Snug fitting rib knit crew neck, cuffs and bottom. Hand wash separately. Sizes 3, 4, 6, 6x; see size scale on opposite page. Please state size. Shipping weight 6 oz.</p> <p>29 K 3532—Yellow.....\$1.79 29 K 3533—Pink.....1.79 29 K 3537—Bright red... 1.79</p>	<p>All wool Cardigan \$1.98</p> <p>Attractive winter-warm cardigan style... popular with every little girl. Knit of 100% virgin wool worsted yarns in fine gauge knit. Snug-fitting crew neck, cuffs and bottom. Hand wash separately. Sizes 3, 4, 6, 6x; see size scale on opposite page. Please state size. Shipping weight 6 oz.</p> <p>29 K 3547—Light navy blue 29 K 3548—Bright red Each.....\$1.98</p>	<p>All wool pullover \$2.49</p> <p>Warm V-neck pullover... with colorful contrasting stripes for good looks. Knit of heavy weight 100% virgin wool worsted yarns. Long sleeves for comfort. Ribbed knit crew neck, cuffs, bottom. Hand wash separately. Sizes 3, 4, 6, 6x; see size scale on opposite page. State size. Shpg. wt. 6 oz.</p> <p>29 K 3658—Bright red 29 K 3659—Light navy blue Each.....\$2.49</p>	<p>All wool cardigan \$2.98</p> <p>All wool coat style sweater is a favorite with the Young Crowd. Toasty-warm; has ribbon button band on inside for wear. Fancy knit-in pattern at shoulder... and a design to resemble pockets. Hand wash separately. Sizes 3, 4, 6, 6x; see size scale on opposite page. State size. Shpg. wt. 8 oz.</p> <p>29 K 3675—Medium blue 29 K 3676—Bright red Each.....\$2.98</p>	<p>Hand Embroidered \$2.98</p> <p>Snow-bright cardigan knit of soft 100% virgin wool worsted yarns. A dashing tyrolean style so becoming to little tots. Has dainty hand embroidery and metal buttons. Ribbed knit crew neck, cuffs and bottom have attractive red, white and blue stripes. Hand wash separately. Sizes 3, 4, 6, 6x; see size scale on opposite page. Please state size. Shpg. wt. 8 oz.</p> <p>29 K 3637—White.....\$2.98</p>
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ions... Many pretty styles to choose from... soft, warm... wash by hand

<p>\$2.49 Stocking Hat \$1.29</p> <p>A brand new tip-top style for girl or boy... warm, smart, colorful. Knit of 57% new wool, 43% cotton in double thickness for warmth... has a white all wool tassel. Hand wash separately. One size, fits 3 to 6. Shipping weight 5 ounces.</p> <p>29 K 7517—Red...\$1.29 29 K 7518—Blue... 1.29</p>	<p>Virgin wool \$1.39</p> <p>Adorable little girl parka knit of fine virgin wool yarns in attractive "harlequin" plaid, double thickness for more warmth. Fluffy all wool pom-pom so very face-fluttering. Ties. Hand wash separately. One size fits 3 to 6. Shipping weight 5 oz.</p> <p>29 K 7519—Blue...\$1.39 29 K 7520—Red... 1.39</p>	<p>Wool Mittens 39c</p> <p>Winter-warm all wool mittens, knit in fancy link stitch. Rayon neck cord so tots can't lose them. Brushed inside for extra warmth. Hand wash. Small (3); Medium (4); Large (6). State size. Shpg. wt. 3 oz.</p> <p>29 K 7574—Bright red 29 K 7573—Navy blue 29 K 7575—White Pair.....39c</p>	<p>Wool Mittens 49c</p> <p>Bright and colorful... knit of warm 100% wool in fancy link stitch... softly brushed inside for extra comfort. A rayon neck cord so she won't mislay them. Hand wash separately. Small (3); Med. (4); Large (6). State size. Shpg. wt. 3 oz.</p> <p>29 K 7578—Navy blue 29 K 7579—Bright red Pair.....49c</p>	<p>Wool Gloves 69c</p> <p>Grand gloves for cold weather... they're knit of sturdy, warm 100% wool worsted yarns. In attractive novelty stitch for trim good looks... fine fitting for cozy warmth. Hand wash separately. Small (3); Medium (4); Large (6). Please state size. Shpg. wt. 3 oz.</p> <p>29 K 7576—Bright red 69c 29 K 7577—Navy blue 69c</p>	<p>Gift Gloves 89c</p> <p>She'll adore these attractive gloves, they're extra special. Knit in a lovely jacquard design of fine 100% wool worsted yarns, softly brushed inside for added cozy warmth. Hand wash separately. Small (3); Medium (4); Large (6). Please state size. Shipping weight 3 ounces.</p> <p>29 K 7525—Navy blue 89c 29 K 7526—Bright red 89c</p>
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SIZES 3 TO 6X

KINDERGARTEN CROWD

HONEYSUCKLE

THE RIGHT WAY
TO SAY

CHILDREN'S
WEAR



Jacket and Overall Set
in fine pin wale corduroy

\$4.39

An excellent outfit for youngsters. Good-looking and very well tailored throughout. The velvety pin wale corduroy is sturdy and long-wearing, full cut with strongly sewn seams. Cute jacket has two inside pockets; cotton lined. Overalls are double needle stitched for extra wear... have a self lined bib top, metal buckles on adjustable suspenders; button sides; front patch pocket. Wash separately. Sizes 3, 4, 5, 6, 6x; size scale on page 1363. State size. Shpg. wt. 1 lb. 8 oz.

29 K 4309—Wine red... \$4.39
29 K 4310—Light navy blue... 4.39

All Children's Wear is available on Sears Easy Terms. See inside back cover for details.

14 SEARS-ROEBUCK CPBKMNB



A \$4.98
2-pc. set

B \$4.98
2-pc. set

C \$2.49 Slacks

D \$1.89 Jodhpurs

Every cute new style a little play-hard needs

A WAS \$5.98 LAST FALL. 2-Pc. Jacket and Jodhpur Set combination. Checked jacket of 20% new wool, 25% reused wool, 55% rayon; unlined. Solid color jodhpur of 50% reused wool, 30% cotton, 20% rayon; 2 pockets; foot straps. Dry clean. Sizes 3, 4, 5, 6, 6x; see page 1363. Please state size. Shpg. wt. 1 lb. 29 K 4305—Dark brown \$4.98 29 K 4306—Navy blue. 4.98 Jodhpurs only. Sizes above. State size. Shpg. wt. 12 oz. 29 K 4503—Dk. brown 29 K 4502—Navy... \$2.79

B 2-PC. WESTERN STYLE JODHPUR SET in vat-dyed. Sanforized (max. shrinkage 1%) cavalry twill (90% cotton, 10% rayon). Zip jacket has pleats, back belt. Jodhpur has Gripper fastener adjustable waist. Suspenders; foot straps. Wash separately. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping weight 1 lb. 6 oz. 29 K 4311—Med. tan... \$4.98 29 K 4312—Dk. brown. 4.98 Jodhpurs only. Shipping weight 12 ounces. 29 K 4519—Dk. brown 29 K 4518—Med. tan... \$2.69

C GAY PLAID SLACKS, warm, colorful, practical for play. 25% new wool, 20% reused wool, 55% rayon. Trim fitting, very well tailored with back darts for fine fit; back patch pocket; adjustable suspenders. Smooth side button placket. Top them with a jacket for a warm outfit. (For blouse see page 17). Dry clean. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 10 oz. 29 K 4300—Bright red and blue plaid... \$2.49

D JODHPURS, western style in cotton twill. Sturdy, well made. 2 inside button flap pockets; elastic foot straps... Gripper fastener closings. Wash separately. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 11 oz. 29 K 4520—Bright red \$1.89 29 K 4521—Dk. brown 1.89 Texas Style Cowboy Shirt in cotton flannel; 2 pockets; button cuffs. Wash separately. Sizes above. State size. Shpg. wt. 5 oz. 29 K 4675—Black and white plaid... \$1.69

E COTTON POLO SHIRTS... perfect for slacks and overalls. Knit of good quality cotton yarns. Wash separately. Your choice of gay stripes or solid colors. Sizes 3, 4, 6; see page 1363. State size. Shpg. wt. 4 oz.

In Gay Stripes	In Solid Colors
29 K 4742—Medium blue 74c	29 K 4725—Medium blue 74c
29 K 4743—Navy blue... 74c	29 K 4726—Yellow... 74c
29 K 4744—Dark brown... 74c	29 K 4727—Pink... 74c

F DURENE COTTON POLO SHIRTS, knit of mercerized, finer quality yarns. Wash separately... need no ironing. Ideal to top skirts, slacks or overalls. Sizes 3, 4, 6; see page 1363. State size. Shpg. wt. 4 oz.

In Bright Stripes	In Solid Colors
29 K 4745—Bright red... 98c	29 K 4748—Med. blue 98c
29 K 4746—Yellow... 98c	29 K 4749—Yellow... 98c
29 K 4747—Navy blue... 98c	29 K 4750—White... 98c



E 74c Ea.

F 98c Ea.

From into Par
The little girls I

to K as CASHMERE JOE
in look like a mite-size
jacket, too, with a so
called style with adjust
able suspenders. In
the picture placket. W
ash separately. State size.
Shpg. wt. 12 oz. 29 K 4503—Dk. brown
29 K 4502—Navy... \$2.79

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Shpg. wt. 12 oz. 29 K 4503—Dk. brown
29 K 4502—Navy... \$2.79

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29 K 4502—Navy... \$2.79

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Shpg. wt. 12 oz. 29 K 4503—Dk. brown
29 K 4502—Navy... \$2.79

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called style with adjust
able suspenders. In
the picture placket. W
ash separately. State size.
Shpg. wt. 12 oz. 29 K 4503—Dk. brown
29 K 4502—Navy... \$2.79



\$1.89. Jodhpurs

eds

PURS, western in cotton twill, well made. 11 oz. on flap pockets, foot straps, fastener closings separately. 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 14 oz. 29 K 4500—Dark brown \$2.79 29 K 4501—Dark green 2.79

it of mercerized, tely... need no overalls. Sizes pg. wt. 4 oz. Solid Colors Med. blue 98c Yellow 98c White 98c



Pop them into Pants and save their dresses for Sunday best
The little girls love them . . . and Sears prices are low

A PIN WALE CORDUROY JODHPURS will make her look like a mite-size sportswoman. They're durable, too, with a soft velvety finish. Waistband style with adjustable suspenders. Foot straps hold them down. Inside patch pockets, side-button placket. Wash separately. (Shirt sold separately on page 14.) Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 14 oz. 29 K 4500—Dark brown \$2.79 29 K 4501—Dark green 2.79

C DENIM DUNGAREES, double needle stitched in red thread, red metal buttons. Copper rivets reinforce waistband, pocket corners. Back yoke and pocket; 2 front pockets. Washable. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. 29 K 4326—Navy blue. Shpg. wt. 7 oz. \$1.79 Cotton Flannel Plaid Shirt. Washable. Sizes above. Please state size. Shipping weight 5 oz. 29 K 4676—Colorful plaid. \$1.49

E PIN WALE CORDUROY OVERALLS, an excellent buy. The velvety texture makes the colors rich and becoming. Double bib top style with metal buckles on the adjustable suspenders. Buttoned at the sides, patch pocket. Wash separately. (For polo shirt, see page 14.) Sizes 3, 4, 5, 6, 6x; size scale on page 1363. State size. Shipping weight 10 ounces. 29 K 4234—Wine red \$1.98 29 K 4237—Light navy blue 1.98

G EMBROIDERED COTTON COVERALL in pin-check cotton of excellent quality, has gay daisies embroidered on the front, a white collar edged with ric-rac, white piping on pocket and puff sleeves. It ties in back with a sash of self fabric. The whole thing is pretty enough for company wear, yet it's practical, too. Washable. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping weight 8 ounces. 29 K 4232—Medium blue \$1.59 29 K 4233—Bright red \$1.59

B VEST AND SLACK SET with a snug-buttoned sleeveless vest (unlined). She'll love the lion applique trimming. Pants have pleats in front, suspenders and a buttoned placket. Well tailored of part wool (37% new wool, 13% reused wool, 50% rayon). Dry clean. (Shirt sold separately.) Sizes 3, 4, 5, 6, 6x; see page 1363. Please state size. Shipping weight 1 lb. 29 K 4313—Medium gray \$3.98 29 K 4314—Navy blue 3.98

D SANFORIZED COTTON OVERALLS (maximum fabric shrinkage 1%). Very cute, very hardy. Just pop them into the tub with the rest of the laundry. Bib top style has adjustable suspenders. The two patch pockets have bright red stitching trim. Washable. (Shirt sold separately on page 14.) Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping weight 5 ounces. 29 K 4201—Light blue \$1.09

F SANFORIZED CHAMBRAY COVERALL (max. fabric shrinkage 1%), a perfect darling, and any mother knows how reliable chambray is. Peter Pan collar piped with red and a red Scottie dog sewed on the front. Red buttons down the back. Set in waistband with fullness below. Patch pocket. Washable. Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. Please state size. Shipping weight 10 ounces. 29 K 4200—Medium blue with red \$1.39



SIZES 3 TO 6X

THE KINDERGARTEN CROWD

Sears proudly presents
its big assortment of
New 1947 Honeysuckles



Thrift Priced \$1.98

Cute jumper with gay embroidery, piping trim. Kick pleat skirt. Shetland-type tweed in 37% wool, 13% reprocessed wool, 50% rayon. Buttons in back. Dry clean. *Sizes 3, 4, 5, 6, 6x; see size scale page 1363. State size. Shipping weight 14 oz.*
29 K 4194—Red...\$1.98
29 K 4195—Blue... 1.98

Rayon Style \$2.69

Dress-up jumper in rayon trimmed with white cotton eyelet embroidery and ric-rac. Full skirt has 2 pockets; side placket. Dry clean. *Sizes 3, 4, 5, 6, 6x; scale page 1363. State size. Shpg. wt. 12 oz.*
29 K 4196—Aqua green
29 K 4197—Medium blue
29 K 4198—Rose
Each.....\$2.69

Cute Corduroy \$2.89

Corduroy jumper... bright, durable. Round neck, built-up back. Swingy gored skirt with sash tie. Buttons down back. Neatly tailored. Wash separately. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 14 oz.*
29 K 4182—Medium blue
29 K 4183—Red
Each.....\$2.89

Wool Crepe \$3.98

Pacific Mills wool crepe; our best quality jumper. Has juvenile applique, ric-rac trim. Full skirt. Sash in back. Dry clean. *Sizes 3, 4, 5, 6, 6x; scale page 1363. State size. Shipping weight 14 oz.*
29 K 4186—Medium blue
29 K 4187—Red
29 K 4188—Navy blue
Each.....\$3.98

Top-fashion Jumpers and Blouses low priced at Sears

Classic Shirt 98c

Good quality cotton shirt. Well tailored; has patch pocket. Washable. Choice of two styles. *Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. State size. Shipping wt. each 6 oz.*
Short Sleeve Style
29 K 4600—White... 98c
Long Sleeve Style
29 K 4601—White...\$1.19

Yoke Style \$1.59

Adorable blouse... has daintily embroidered yoke with eyelet frill trim. Puff sleeves. Buttons at back. Sanforized cotton poplin (max. fabric shrink. 1%). Washable. *Sizes 3, 4, 5, 6, 6x; size scale on page 1363. State size. Shipping weight 5 ounces.*
29 K 4618—White...\$1.59

Ruffle Beauty \$1.59

Such a pretty cotton blouse with Peter Pan collar and colorful stitching on its ruffles. 2 tucks on each side. Puff sleeves have turn-back cuff. Washable. *Sizes 3, 4, 5, 6, 6x; size scale on page 1363. State size. Shipping weight 5 ounces.*
29 K 4612—White...\$1.59

High Neck \$1.59

High ruffle neckline blouse is sweet and charming. She'll love the colorful embroidered braid and pert little bow trim. Short sleeves, buttons at back. Washable cotton. *Sizes 3, 4, 5, 6, 6x; size scale on page 1363. State size. Shpg. wt. 5 oz.*
29 K 4619—White...\$1.59



Honeysuckle Jumper of fine

Parker Wilder 100% wool flannel

\$2.98

It is pure wool flannel and beautifully made... with the quality features and finish of our famous Honeysuckles. Completely charming with bright lambs sewed on front, gay ric-rac on pocket, bib and back. Has a full dirndl skirt with lots of swing. A jumper any child will adore. Buttons down the back. Dry clean. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping wt. 14 oz.*
29 K 4184—Red...\$2.98
29 K 4185—Navy blue... 2.98

Blouses shown with jumpers on this page, are sold separately

Easy Terms make it easy for you to buy all the clothes your little girl needs at one time... for full particulars, see inside back cover.

Part \$1.19
Wool
Fitted
justable
clean. S
see page
Shpg. wt
wool (25%
needed w
29 K 4111
plaid on
29 K 415
plaid on
Eyelet Y
Blouse w
yoke, ey
Collar, c
Buttons
cotton b
torized
shrinkag
able. Se
see page
Shipping
29 K 4621



SIZES 3 TO 6X

FOR THE KINDERGARTEN CROWD



Crepe \$3.98
Pin wale corduroy skirt in best quality lamp. An adorable "little girl" juvenile style. Full skirt has a trim. Full felt flower on its pocket. in back. Dry clean. Adjustable suspenders. 3, 4, 5, 6, 6x. Side opening. Wash sep. 1363. State size. Shpg. wt. 10 oz.
29 K 4186—Medium blue on page 1363. State size. Shpg. wt. 7 oz.
29 K 4187—Red
29 K 4188—Navy blue
29 K 4167—Red... \$1.89
29 K 4168—Med. blue 1.89

Part Wool \$1.89 All Wool \$2.89
Pleated plaid skirt. Adjustable suspenders. Dry clean. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. ea. 10 oz. Part wool (25% new wool, 20% reused wool, 55% rayon). 29 K 4118—Red and green plaid on white... \$1.89
All Wool
29 K 4154—Red and green plaid on white... \$2.89

Part Wool \$1.98
Checked skirt in part wool (25% new wool, 20% reprocessed wool, 55% rayon). Pleated all around. Adjustable suspenders. Side opening. Dry clean. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 10 oz.
29 K 4140—Black and white
29 K 4141—Brown and white
Each... \$1.98

Wool Crepe \$2.98
Dressy skirt in Pacific all wool crepe with bright embroidery and applique on front of waistband. Pleats all around, adjustable suspenders. Side opening. Dry clean. Sizes 3, 4, 5, 6, 6x; see size scale, on page 1363. State size. Shpg. wt. 10 oz.
29 K 4161—Med. blue \$2.98
29 K 4162—Bright red 2.98

at Sears Pretty Skirts and Blouses make thrifty companions

Neck \$1.98
Pretty smocking and eyelet stitching make this blouse of Sanforized cotton (max. fabric shrinkage 1%) nice enough for parties. Long sleeves, Peter Pan collar. Washable. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 5 oz.
29 K 4619—White... \$1.98

Eyelet Yoke \$1.98
Blouse with sweet eyelet yoke, eyelet ruffle trim. Collar; cute puff sleeves. Buttons at back. Slub cotton broadcloth. Sanforized (max. fabric shrinkage 1%). Washable. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping wt. 5 oz.
29 K 4621—White... \$1.98

Ruffled Rayon \$1.98
A colorful blouse. Has embroidered ruffle concealing the buttons at front. Embroidered braid on Peter Pan collar. Cute with jackets. Hand washable rayon. Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. Please state size. Shpg. wt. 5 oz.
29 K 4622—White... \$1.98

Smooth Rayon \$1.98
Adorable blouse. Fine tuck-stitching and red embroidered dots make the 3-point yoke very smart. Peter Pan collar and long sleeves. Buttons in back. Hand washable rayon. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 5 oz.
29 K 4623—White... \$1.98



All wool style hits

A Wool flannel "A B C" Skirt \$2.98

A picture-book skirt if there ever was one, and a darling for a little girl learning her alphabet. All wool flannel with red "A B C" sewed on in felt. High-rise waistband with gay lacing. Adjustable suspenders. Side opening. Dry clean. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 10 oz.
29 K 4180—Red... \$2.98
29 K 4181—Medium blue... 2.98

B Wool Skirt, butterfly pleats \$2.98

It's a complete circle, all wool, all finely pleated. Flares out in a hoop-la way very amusing on a little girl. Plaid forms a horseshoe pattern in front. Adjustable suspenders, placket. Dry clean. Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 10 oz.
29 K 4155—Red and green on white... \$2.98

Blouses shown with skirts on this page are sold separately.

SIZES 3 TO 6X

FOR THE KINDERGARTEN CROWD



Keep her dry in Sears water-repellent Rain Togs

\$1.98

PLAID RAIN CAPE with attached hood in a sturdy cotton fabric that is rubberized for water-repellent protection. Cut full so it slips comfortably over coat. Has deep cut slits for arm freedom... 3-button closing... self tie at neck to keep it securely closed. Protects her clothes from rain or snow. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 14 oz.*
29 K 4901—Red and blue plaid... **\$1.98**

\$3.98

COTTON GABARDINE RAIN-COAT is smart, sturdy and water-repellent. She'll love its big-girl style... with neatly tailored fly front, 2 flap pockets. Cotton lined. A grand coat for rain or shine. *Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. Please state size. Shipping weight 1 pound.*
29 K 4902—Light tan
29 K 4903—Bright red
29 K 4904—Medium blue
Each... **\$3.98**

\$5.98

RAYON SATIN-FACE TWILL trench coat... is our finest rain fashion. The heavy, lustrous fabric is cotton backed, water-repellent, sheds soil, wears well. Expertly tailored, has button tabs at yoke... 2 pockets... self tie belt. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping wt. 12 oz.*
29 K 4908—Light tan
29 K 4909—Bright red
29 K 4910—Bright blue
Each... **\$5.98**



A
\$7.98
Leather Jacket

B
\$5.79
All Wool Jacket

Let her play in zero-warm jackets

A **CAPIESKIN LEATHER JACKET** is a wind-proof, stormy weather coat... sheds rain, snow and wears like iron. Zip front, 2 slash pockets; breast pocket. Darts at back band... adjustable tabs at sides for perfect fit. Plaid cotton lined. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shipping weight 3 pounds.*
29 K 4804—Med. brown **\$7.98**

B **NAVY PEA JACKET** is a wonderful value. In warm, durable 100% reprocessed wool. Well made, just like the navy's own jacket with button-up collar, broad lapels, neat slash pockets. Matching buttons. Warmly cotton flannel lined. *Sizes 3, 4, 5, 6, 6x; see size scale on page 1363. State size. Shpg. wt. 3 lbs.*
29 K 4800—Navy blue... **\$5.79**

C **SHEEPSKIN LINED COTTON TWILL JACKET** with mouton lamb fur collar. Combines zero-warmth with wear... sturdy, water-repellent. Leather-reinforced breast pockets; 2 flap pockets... knit storm cuffs inside sleeves to keep out wind. Belt. *Sizes 3, 4, 5, 6, 6x; see page 1363. State size. Shpg. wt. 3 lbs.*
29 K 4805—Light tan
29 K 4806—Medium blue
Each... **\$9.98**



C
\$9.98
Sheep-Lined Jacket



\$1.98

adorable robe of... cute... Braid... pocket and... Wash... 1, 2, 3; see... Shpg.

\$1.98
1.98

Gift Rob

\$2.98

adorable robe of... cute... Braid... pocket and... Wash... 1, 2, 3; see... Shpg.

\$2.98
2.98

Gift Rob

\$2.98

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Gift Rob

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Gift Rob

**SIZES 1 TO 3
SIZES 3 TO 6X**



Warm Blanket Cloth \$1.98

Jacquard blanket cloth robe of fluffy cotton in an adorable girl's style. She'll love the cute nursery jacquard designs. Braid trims shawl collar, pocket and sleeves. Good over-lap. Wash separately. *Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 13 oz.*
29 K 7918—Light blue.... \$1.98
29 K 7919—Pink..... 1.98

Cotton Chenille \$2.49

Waffle weave chenille... a soft, tufted cotton, fashions this cozy robe. Well made, neatly styled with shawl collar, generous overlap for added comfort. Self fabric tie belt. Easily washable, needs no ironing. *Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 13 oz.*
29 K 7920—Light blue.... \$2.49
29 K 7921—Pink..... 2.49

Velvety Corduroy \$2.69

Medium wale corduroy robe as soft and smooth as velvet, is a heart-warmer for tots. Cute single breasted style with shawl collar and hanky pocket. Rayon cord tie. Wash separately. *Sizes 1, 2, 3; see size scale on page 1363. State size. Shpg. wt. 13 oz.*
29 K 7912—Light blue.... \$2.69
29 K 7913—Pink..... 2.69

Lovely Gift Robes... soft, warm and wonderful

Plaid Blanket Cloth \$2.98

Beacon cotton blanket cloth robe in a bright plaid that kiddies adore. Has deep shawl collar, cuffs and top pocket edged with dainty, white piping. Self tie belt. Hand wash separately. *Sizes 3, 4, 6, 6x; see size scale on page 1363. State size. Shpg. wt. 1 lb.*
29 K 1501—Wine red.... \$2.98
29 K 1500—Medium blue. 2.98

Soft Corduroy Style \$3.98

Cutely styled robe of velvety corduroy. Children love its tailored lines and generous overlap for cozy comfort. Piping trim on collar and pocket. Self tie belt. Hand wash separately. *Sizes 3, 4, 6, 6x; see size scale on page 1363. Please state size. Shpg. wt. 1 lb.*
29 K 1502—Bright blue... \$3.98
29 K 1503—Bright red.... 3.98

100% Wool Flannel \$5.98

Our finest 100% warm wool flannel robe is tops for winter warmth. Expertly tailored wrap-around style, cut long for comfort. White piping on shawl collar, cuffs and pocket. Self tie sash. Dry clean. *Sizes 3, 4, 6, 6x; see page 1363. State size. Shpg. wt. 1 lb.*
29 K 1504—Bright red.... \$5.98
29 K 1505—Bright blue... 5.98



Fluffy Cotton Chenille Robes

[A] Practical, easy to wash style \$2.98

Cotton chenille fashions this thrifty and practical everyday robe. The soft, fluffy cotton is easily washable, dry and shake out, it's ready to wear... needs no ironing. Well made... has shawl collar and a pocket for her hanky. Self edging trim on sleeves, collar and around bottom. All around tie belt. *Sizes 3, 4, 6, 6x; see page 1363. State size. Shpg. wt. 1 lb.*
29 K 1506—Bright red..... \$2.98
29 K 1507—Medium blue..... 2.98

[B] Lovely style in gorgeous colors \$3.98

Every little girl will adore this pretty robe... the colors are rich and warm in the kitten-soft, fluffy cotton chenille. Neatly styled. Has deep shawl collar, hanky pocket... and there's a lovely, wide floral design all around bottom. Front tie belt. Washable. *Sizes 3, 4, 6, 6x; see page 1363. State size. Shpg. wt. 1 lb.*
29 K 1508—Bright red..... \$3.98
29 K 1509—Bright blue..... 3.98

All children's wear is available on Sears Easy Terms if order totals \$10 or more. See inside back cover

CPBKMN PAGE 19... CHILDREN'S WEAR

SIZES 3 TO 6 BOYVILLE JR.

BETTER QUALITY THAN YOU'VE SEEN IN YEARS



A 3-PC. GABARDINE 'N' PLAID LONGIE SUIT. \$3.49
 Dark brown Sanforized cotton gabardine longies match sleeves, back of blouse. Belt. Button-on blouse, dark brown plaid cotton flannel front. Wash separately.
 State size 3, 4, 5, 6. See below. Shpg. wt. 1 lb. 2 oz.
 40K3233-Dk. brown suit \$3.49

B 3-PC. SUSPENDER LONGIE \$3.25
 Striped cotton knit shirt; crew neck. Sturdy pinwale corduroy suspender longies, 2 pockets; side openings; cuffs. Belt. Wash separately.
 State size 3, 4, 5, 6. See below. Shpg. wt. 1 lb. 2 oz.
 40K3118-Dark blue set \$3.25
 40K3119-Dk. brown set \$3.25

C LOW-PRICED 4-PC. LONGIE \$1.98
 Blue striped cotton button-on blouse; pocket. Blue tie. Deep blue Sanforized cotton twill longies; pleats; side openings. Self belt, buckle. Wash separately.
 State size 3, 4, 5, 6. See below. Shpg. wt. 1 lb. 2 oz.
 40K3110-Blue 4-pc. set \$1.98

D 100% NEW WOOL FLANNEL ETON SUIT. \$5.95
 2-button coat; 2 pockets. Full lined shorts, side openings. White cotton button-on blouse; long sleeves, chest pocket.
 State size 3, 4, 5, 6. See chart below. Shpg. wt. 2 lbs.
 40K3148-Navy blue suit \$5.95
 40K3149-Dk. brown suit \$5.95

E 4-PC. SWEATER SET. \$3.99
 Striped front 2-ply cotton knit slip-over sweater. Pinwale corduroy shorts; 2 pockets, fly front. Self belt. Cotton button-on blouse. Wash separately.
 State size 3, 4, 5, 6. See below. Shpg. wt. 1 lb. 10 oz.
 40K3115-Navy blue set \$3.99
 40K3116-Dk. brown set \$3.99

F MAROON AND TAN 3-PIECE SHORTIE SUIT. \$1.98
 Tan cotton poplin button-on blouse; maroon trim. Maroon pinwale corduroy pleated front shorts with side openings. Self belt, buckle. Wash separately.
 State size 3, 4, 5, 6. See below. Shipping wt. 1 lb.
 40K3113-Maroon and tan \$1.98



Boyville Jr. specials for three-to-sixers

100% WOOL 2-PC. CASUAL SUIT. \$7.95
 Front of casual coat is lively brown check, with rich solid tone flannel sleeves, collar and back. Lustrous rayon body lining; durable cotton lined set-in sleeves. Pleated front longies match sleeves; button-on suspenders, belt loops. 2 side swing pockets. Cuff bottoms.
 State size 3, 4, 5, 6. See chart below. Shpg. wt. 2 lbs. 8 oz.
 40K3109-Brown 2-pc. suit \$7.95

BARGAIN PRICED. PINWALE CORDUROY 2-PC. LONGIE SUIT. \$3.98
 Ruged, richly textured. Coat has raglan shoulders, belted back. Cotton flannel lined. 2 pockets. Bib longies with adjustable buckle suspenders; side opening. Comes in assorted shades; sorry—no choice of color.
 State size 3, 4, 5, 6. See chart below. Shpg. wt. 2 lbs. 7 oz.
 40K3182-Assorted tans, browns \$3.98
 40K3183-Ass't'd blues... \$3.98

HOW TO ORDER BOYVILLE JR. 3 to 6 CLOTHING

For correct size to order: for all garments on this page and (J) (K) (L) on facing page, measure *height* and *chest*; for all other garments on facing page, measure *height* and *waist*. Measure height without shoes. Measure chest around body, well up under arms. Measure waist around body without belt.

Height in inches	Chest in inches	Waist in inches	Order size
34 to 37	21 to 22	20 to 22	3
37 to 40	22 to 23	21 to 23	4
40 to 43	23 to 24	21½ to 23½	5
43 to 46	24 to 25	22 to 24	6



G 4-PC. LONGIE \$1.59
 Blue striped cotton button-on blouse; pocket. Blue tie. Deep blue Sanforized cotton twill longies; pleats; side openings. Self belt, buckle. Wash separately.
 State size 3, 4, 5, 6. See below. Shpg. wt. 1 lb. 2 oz.
 40K3110-Blue 4-pc. set \$1.59

H 4-PC. SWEATER SET. \$3.99
 Striped front 2-ply cotton knit slip-over sweater. Pinwale corduroy shorts; 2 pockets, fly front. Self belt. Cotton button-on blouse. Wash separately.
 State size 3, 4, 5, 6. See below. Shpg. wt. 1 lb. 10 oz.
 40K3115-Navy blue set \$3.99
 40K3116-Dk. brown set \$3.99

I 4-PC. SWEATER SET. \$3.99
 Striped front 2-ply cotton knit slip-over sweater. Pinwale corduroy shorts; 2 pockets, fly front. Self belt. Cotton button-on blouse. Wash separately.
 State size 3, 4, 5, 6. See below. Shpg. wt. 1 lb. 10 oz.
 40K3115-Navy blue set \$3.99
 40K3116-Dk. brown set \$3.99



C \$1.98 **G** \$1.59 **H** \$1.99 **J** \$4.50 **K** \$1.99 **L** \$2.29

PRICED LONGIE \$1.98
striped cotton blouse; pocket. Blue Sanforized corduroy; pleats; side Self belt, buckle. Wash separately.
State size 3, 4, 5, 6. See facing page. Shpg. wt. 1 lb. 1 oz. 40 K 3100—Medium blue \$1.99

G 8-OZ. SANFORIZED DENIM LONG- \$1.59
IES . . . fabric shrinkage 1%. Strong copper riveted front; no-mar thread bar-tacks in back. Self lined suspenders, waistband, 4 pockets. Yoke back; belt loops. Wash separately.
State size 3, 4, 5, 6. See facing page. Shpg. wt. 1 lb. 2 oz. 50 K 9110—Deep tone blue \$1.59

H CORDUROY BIB \$1.99
PANTS . . . fine weave pinwale corduroy. Lined bib; adjustable snap buckle suspenders. Gripper fasteners on side opening. 2 pockets. Cuffs. Wash separately.
State size 3, 4, 5, 6. See facing page. Shpg. wt. 1 lb. 2 oz. 40 K 3100—Medium blue \$1.99

J 2-PIECE CAS- \$4.50
UAL SUIT. Sanforized heavy wt. cotton gabardine. Coat front and bib suspender longies are teal (greenish) blue; dark brown sleeves, collar and back. Side openings. Pocket. Wash separately.
State size 3, 4, 5, 6. See facing page. Shpg. wt. 2 lbs. 5 oz. 40 K 3152—2pc. suit . . . \$4.50

K 2-PIECE COTTON \$1.99
KNIT SUIT. Colorful crew neck striped shirt; long sleeves, ribbed cuffs. Solid tone shorts with elastic back waistband. Button on suspenders. Wash separately.
State size 3, 4, 5, 6. See facing page. Shipping weight 14 oz. 40 K 3102—Dark blue \$1.99

L 3-PIECE SHORTIE \$2.29
SUIT. Gay striped cotton knit shirt has crew neck, ribbed cuffs. Pinwale corduroy shorts; self suspenders. Side opening and hip pocket. Self belt. Wash separately.
State size 3, 4, 5, 6. See facing page. Shipping weight 1 pound. 40 K 3120—Blue combination \$2.29

M WASHFAST BIB \$1.19
PANTS. Sanforized gay, corded stripe cotton suiting—shrinkage 1%. Self lined bib. Lined suspenders; snap buckles. 2 pockets. Cuffs. Gripper fasteners at side openings.
State size 3, 4, 5, 6. See chart on facing page. Shpg. wt. 13 oz. 40 K 5602—Green stripe \$1.19

N GABARDINE BIB \$1.45
PANTS. Teal (greenish) blue. Heavy Sanforized cotton gabardine twill. Gripper fasteners side opening. Self lined bib. Lined suspenders; snap buckles. 2 pockets. Cuffs. Washable.
State size 3, 4, 5, 6. See facing page. Shpg. wt. 14 oz. 40 K 5601—Teal blue . . . \$1.45

P Please do not order \$1.10
before August 1st. SANFORIZED BLUE CHAMBRAY Play Suit. Rugged medium weight cotton chambray. Won't shrink over 1%. Washfast. Curtain back drop seat, 5 plastic buttons. 4 pockets.
State size 3, 4, 5, 6. See facing page. Shipping wt. 13 oz. 40 K 5407—Medium blue \$1.10

R SANFORIZED \$1.39
BLUE JEAN PLAY-SUIT. Medium weight Sanforized cotton jean—famous for wear. Vat dyed, washfast cadet blue color. Curtain back drop seat with 5 plastic buttons. 4 pockets. Double stitched.
State size 3, 4, 5, 6. See facing page. Shpg. wt. 14 oz. 40 K 5472—Medium blue \$1.39

S Please do not order \$1.49
before August 15th. SANFORIZED TWILL PLAY SUIT of medium wt. mercerized cotton yarns. Vat dyed Tex. gray green color is washfast, slow to soil. Curtain back; 5 button drop seat. 4 pockets. Bartacked.
State size 3, 4, 5, 6. See facing page. Shipping weight 14 oz. 40 K 5408—Gray green . . . \$1.49



F \$1.98 **M** \$1.19 **N** \$1.45 **P** \$1.10 **R** \$1.39 **S** \$1.49

Boyville Jr.
THE RIGHT WAY
TO SAY
LITTLE FELLOW'S
CLOTHING

SIZES 3 TO 6 BOYVILLE JR.

BETTER QUALITY THAN YOU'VE SEEN IN YEARS



Fully lined Complete 3-pc. Overcoat Sets; zipper bottoms

LOW-PRICE 3-PC. OVERCOAT SET. \$9.95
Warm, medium 3-pc. set wt. part wool herringbone, 25% reprocessed wool, 25% reused wool, 50% rayon. Full-lined. Coat has 2 flap pockets. Matching leggings, zipper bottoms; elastic-back waist band. Adjustable suspenders. Foot-strap. Cotton lined matching helmet.

State size 3, 4, 5, 6. See chart. Shpg. wt. 4 lbs. 40K4912—Med. brown \$9.95

BETTER 3-PIECE OVERCOAT SET. \$12.95
100% wool face 3-pc. set fleece (40% new wool, 60% reused wool; cotton back, 31% of total fabric). Rayon lined yoke, sleeves; tan cotton kasha body lining. Cotton kasha lined zip-bottom leggings. Elastic back of waist band. Leather foot straps. Cotton lined helmet, adjust. chin strap.

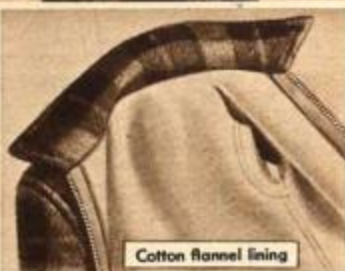
State size 3, 4, 5, 6. See chart. Shpg. wt. 4 lbs. 4 oz. 40K4911—Dk. brown \$12.95

OUR BEST 3-PC. OVERCOAT SET. \$14.95
Dressy herringbone knit back fleece; all wool face, 70% new wool, 30% reused wool; cotton back, 38% of total fabric. Coat full-lined with quilted rayon. 2 deep pockets. Zip-bottom leggings, cotton lined. Leather straps. Rayon lined matching helmet.

State size 3, 4, 5, 6. See chart. Shpg. wt. 4 lbs. 6 oz. 40K4963—Med. blue 40K4964—Med. brown \$14.95



Cotton plaid lining



Cotton flannel lining

Warmly lined all wool Coat 'n' Jacket

ALL WOOL PEA COAT. \$5.25
Medium weight, 100% reprocessed wool. Regulation style fully lined with colorful cotton plaid. Comfortable set-in sleeves. 2 deep slash pockets. Large stand-up collar. 7 anchor design buttons; emblem on sleeve. Shipping weight 2 pounds 8 ounces.

State size 3, 4, 5, 6. See Chart. 40 K 4970—Navy blue.... \$5.25

ALL WOOL PLAID JACKET. \$3.79
20% new wool, 80% reused wool, 24-oz. weight... a mighty low price for this sturdy quality! Fully lined with snug cotton flannel for extra warmth. Handy zipper front. Two slash pockets. Popular bold brown plaid color. Shpg. wt. 1 lb. 14 oz.

State size 3, 4, 5, 6. See chart. 40 K 4807—Brown Plaid... \$3.79



24-oz. All wool Bib Ski Pants

100% reprocessed wool for warmth, long wear. Team 'em with a Boyville Jr. coat or jacket for a warm, good-looking outdoor suit! Big value features shown at left:

- 1 Full cotton lining extends to top of bib front.
- 2 Large outside knee patches for double wear.
- 3 Snug zipper knit anklets. Wt. 1 lb. 12 oz. State size 3, 4, 5, 6. See chart. 40 K 4932—Navy blue 40 K 4933—Dk. brown \$3.98

Sears Easy Terms on inside back cover.

HOW TO ORDER: Jr. Boys' Outer Wear
Measure height from floor to top of head without shoes. Measure chest around body over shirt, well up under arms. Order exact size.

If height is	And chest is	Order size
34 to 37 in.	21 to 22 in.	3
37 to 40 in.	21 to 23 in.	4
40 to 43 in.	22 to 24 in.	5
43 to 46 in.	22½ to 24½ in.	6

- ★
- 1 Cotton flannel lining
 - 2 Cotton lined leggings
 - 3 Handy zipper bottoms

- ★
- 1 Rayon lined sleeves and yoke
 - 2 Warm cotton kasha linings
 - 3 Zipper bottoms

- ★
- 1 Quilted rayon lining
 - 2 Warm cotton lining
 - 3 Handy zipper bottoms



Illustrated
from actual
color photographs



Boyville Jr. Outdoor Sets—extra warmly lined and complete with headgear.

ALL WOOL MELTON. 50% reprocessed wool, 50% re-used wool—a warm, sturdy 24-oz. fabric. Yoke and sleeves have rayon lining; lower body lining of cotton flannel. Two flap pockets. Cotton lined leggings have snug elastic back waistband and zipper openings at each leg. Leather foot straps. Cotton lined helmet has adjustable chin strap, visor. Shpg. wt. 4 lbs. 3 oz.

\$9.95
3-pc. set

State size 3, 4, 5, 6. See size chart on facing page.
40 K 4965—Navy blue
3-piece set.....\$9.95

POPULAR 1-PIECE STYLE. Zips on or off in a jiffy! Outer fabric is strong cotton poplin, treated to repel moisture. Fully lined with colorful quilted scarlet sueded cotton fabric. Shirred elastic waist inserts assure good fit. Handy zipper front. Knit wristlets and zipper knit anklets keep warmth in, cold out. Helmet has same warm lining as suit; adjustable chin strap. Shpg. wt. 2 lbs. 9 oz.

\$7.98
2-pc. set

State size 3, 4, 5, 6. See size chart on facing page.
40 K 4966—Medium blue
2-piece set.....\$7.98

COLORFUL 'N' WARM 24-oz. all wool Buffalo plaid, 30% new wool, 70% re-used wool. Fully lined with warm cotton kasha. Coat has attached hood with drawstring; zips open to form shawl collar. 2 lower flap pockets; all around belt. Bib front ski pants with side openings. Outside knee patches. Zipper knit anklets. Adjustable suspenders. Shipping weight 3 lbs. 15 oz.

\$10.45
2-pc. set

State size 3, 4, 5, 6. See size chart on facing page.
40 K 4968—Red and black
2-piece set.....\$10.45

ALL WOOL, NAVY STYLE. 70% reprocessed wool, 30% reused wool... a heavy duty, 24-oz. fabric. Pea jacket style coat fully lined with cotton flannel. 2 deep muff pockets. Gold color braid on cuffs; sleeve emblem. Ski pants fully lined with cotton fabric. Large outside knee patches. Zipper knit anklets. Cotton lined helmet has adjustable strap. Shpg. wt. 3 lbs. 13 oz.

\$9.95
3-pc. set

State size 3, 4, 5, 6. See size chart on facing page.
40 K 4967—Navy blue
3-piece set.....\$9.95

Reduced from last Fall! Our finest Zelan treated 9-ounce cotton Mountain Cloth—defies cold, repels water! Coat body lined with fur-like fleece, 50% wool, 50% rayon (all cotton back is 43% of total fabric). Quilted rayon lined sleeves; quilted cotton lined ski pants; both warmly innerlined. Large outside knee patches; zipper knit anklets. Matching helmet, cotton lined. Shpg. wt. 3 lbs. 13 oz.

\$11.95
3-pc. set

State size 3, 4, 5, 6. See size chart on facing page.
40 K 4971—Cadet (medium) blue and brown. 3-pc. set....\$11.95

- 1 Rayon lined yoke, sleeves
- 2 Warm cotton flannel lining
- 3 Fully lined zipper leggings

- 1 Quilted scarlet sueded lining
- 2 Easy-working zipper front
- 3 Snug zipper knit anklets

- 1 Warm cotton kasha lining
- 2 Fully lined bib ski pants
- 3 Zippers on snug knit anklets

- 1 Colorful plaid coat lining
- 2 Fully lined ski pants
- 3 Knit anklets have zippers

- 1 Warm body lining
- 2 Quilted lined pants
- 3 Zipper knit anklets





Thrift Priced **19^c**
Pr.





Quality 29

feet

ST TAILORED knit of 4-ply on. Picot edge. White, pink, navy blue, red. 5, 5½, 6, 6½. Wt. pr. 2 oz. Pair 29c

ST dressy ul tops. Meron and wash. Com t. blue, yellow. Sizes 4, 4½, 5. State size, color. 2 oz. Pair 29c

al gifts

SLIPPERS... its cute bunny 3, 4, 5, 6, 7, 8; wt. pr. 10 oz. \$7—Pink air... \$1.98

lined with soft for longer wear. Sizes 4, 5, 6, 7, 8; pr. 10 oz. Bright blue \$2.29

HONEYSUCKLE THE RIGHT WAY TO SAY INFANTS' WEAR AND ACCESSORIES



2.29 Pr.



\$1.49

\$1.49

FINE COTTON BROADCLOTH dress has delicate embroidery and ric-rac at yoke; white collar. Full skirt has 3-in. hem, tie sash. Washable. Sizes 1, 2, 3; see scale, page 1363. State size. Shpg. wt. 6 oz. 29 K 6310—Yellow \$1.49 29 K 6311—Blue... 1.49 29 K 6312—Peach... 1.49

CANDY STRIPED cotton dress in a tricky yoke style... decked out with gay embroidered posies and ric-rac. White collar. Full skirt has 3-in. hem. Sash. Washable. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 6 oz. 29 K 6313—Red... \$1.49 29 K 6314—Blue... 1.49



\$1.98

\$1.98

EYELET EMBROIDERY trims bodice and pocket tops of this charmer. Dress of fine washable cotton. Full skirt has tiny set-in waistband, 3-in. hem. Sash. Sizes 1, 2, 3; see size scale on page 1363. State size. Shpg. wt. 6 oz. 29 K 6315—Blue... \$1.98 29 K 6316—Pink... 1.98

SWEET TWO-TONE dress has collar, cuffs, piping, embroidery in contrasting color... lace edge on collar. Tie sash. Gathered skirt has 3-in. hem. Washable cotton. Sizes 1, 2, 3; see size scale on page 1363. State size. Shpg. wt. 6 oz. 29 K 6317—Yellow \$1.98 29 K 6318—Blue... 1.98

Lots of cute and thrifty clothes for tots at Sears

\$1.79 \$1.25

SUSPENDER SKIRT in pin wale corduroy. Pleats at front. Wash separately. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 10 oz. 29 K 6500—Bright red 29 K 6501—Medium blue Each... \$1.79 BLOUSE of washable cotton broadcloth, has embroidery trim. Sizes above. Shpg. wt. 4 oz. 29 K 6504—White \$1.25

\$2.98 \$1.59

ALL WOOL CREPE skirt is cute as a trick. Pleated all around, topped by embroidered waistband. Deep hem. Dry clean. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 10 oz. 29 K 6502—Blue... \$2.98 29 K 6503—Red... 2.98 BLOUSE, washable cotton broadcloth. Sizes above. Shpg. wt. 4 oz. 29 K 6505—White \$1.59

\$2.98 \$1.59

JUMPER in pin wale corduroy. Gay embroidery... ruffle trim on pockets. Wash separately. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 10 oz. 29 K 6506—Pink... \$2.98 29 K 6507—Blue... 2.98 BLOUSE, washable cotton broadcloth, eyelet trim. Sizes above. State size. Shpg. wt. 4 oz. 29 K 6505—White \$1.59

\$1.49

COVERALL of cotton percale is a grand playsuit for tots... saves other clothes. Washable. Peter Pan collar, snowy piping, contrasting embroidery trim. Puff sleeves. Buttons down back. Sash. Drop seat. Sizes 1, 2, 3; see page 1363. State size. Shipping weight 10 ounces. 29 K 6825—Blue \$1.49 29 K 6824—Red... 1.49



Fine sunfast, washfast cottons in two top styles for tots

\$2.79 Each

[A] "WHITMAN" COTTON BROADCLOTH... a fine quality, combed, yarn-dyed fabric... fashions this lovely dress. Lavishly smocked and daintily embroidered at bodice... with snowy white collar, piping trim on cute puff sleeves. Full gathered skirt has 3-in. hem. Tie sash. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 6 oz. 29 K 6305—Pink and white stripe... \$2.79 29 K 6306—Light blue, white stripe... 2.79

[B] "DAN RIVER" COTTON in cloud-soft pastel plaid is a dream dress for tots. The lovely fabric is yarn dyed, Sanforized (max. shrinkage 1%). Has eyelet embroidered organdy yoke; organdy fairy ruffles on collar and bodice. Puff sleeves; tie sash. 3-in. hem. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 6 oz. 29 K 6307—Lt. blue 29 K 6308—Pink 29 K 6309—Yellow Each... \$2.79

Buy everything your little girl needs at one time. Sears Easy Terms are available. See inside back cover for complete details.

SIZES 1 TO 4

THE NURSERY CROWD

Sears has all styles
with matching hats
or hoods and zippers



B THIS THRIFT PRICED 2-pc. set has hand embroidery and angora trim on zip front 1-pc. suit . . . angora on matching poke bonnet. Neatly tailored in warm fleece of 52% new wool, 48% rayon face; knit cotton back; (face, 50% total weight). Storm tab at neck; cotton rib knit cuffs. Buckle belt. Fully cotton lined. *Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 2 lbs. 6 oz.*
29 K 7480—Med. blue \$5.95
29 K 7481—Dusty pink 5.95

C ADORABLE 1-Pc. STYLE is sturdy fleece 52% new wool, 48% rayon face; knit cotton back; (face, 50% total wt.). Pretty snowflake embroidered design on zip top. Knee patches; buckle belt. Cuffs, 50% new wool, 50% cotton. Fully cotton kasha lined. *Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 2 lbs. 6 oz.*
29 K 7482—Dusty pink and brown . . . \$6.95
29 K 7483—Light blue and brown . . . \$6.95

D FINE VIRGIN WOOL, color-fast fabric and expert tailoring combine to make this 1-piece suit and matching hat an excellent value. Check its cute style, too . . . has zip front, easy-to-adjust drawstring waist . . . and all wool rib knit cuffs, winter-warm and snug fitting. Both suit and matching hat are cotton kasha lined. *Sizes 1, 2, 3; see page 1363. Please state size. Shpg. wt. 2 lbs. 8 oz.*
29 K 7452—Med. blue . \$9.95
29 K 7453—Dusty pink . 9.95

E RAYON SATIN TWILL, a brand new fabric for tot. It's water-repellent and attractive. 1-piece suit and hat are warmly lined with part wool fleece 52% new wool, 48% rayon face; knit cotton back (face, 50% total weight). Zip front style . . . has fluffy lambsfur collar and trim on hat. Warm rib knit cuffs. *Sizes 1, 2, 3, 4; see page 1363. State size. Shipping weight 2 pounds 8 ounces.*
29 K 7484—Bright red . \$9.95
29 K 7485—Light blue . . 9.95



F PRETTY 3-Pc. BUDGET PRICED SET has 2-pc. suit with embroidery, cord on zip front jacket; buckle belt. Has bib top suspender leggings and matching hat. In 52% new wool, 48% rayon face; knit cotton back; (face, 50% total weight). Fully cotton lined. *Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 3 lbs. 3 oz.*
29 K 7486—Dusty pink \$6.95
29 K 7487—Wine red . . 6.95
29 K 7488—Med. blue . . 6.95

G ATTRACTIVE 2-Pc. Snow-suit, beautifully tailored in water-repellent, wind-resistant Sanforized cotton twill (max. shrink. 1%). Lined with flannelette for warmth. Zip front jacket has rich Laskinlamb collar. Bib top suspender leggings have warm rib knit cuffs. Matching hat is rayon lined. *Sizes 2, 3, 4; see page 1363. State size. Shpg. wt. 3 lbs. 3 oz.*
29 K 7489—Med. blue . \$8.95
29 K 7490—Dusty pink . 8.95

H ALL WOOL SNOWCLOTH (100% reprocessed wool) and dainty embroidery on a stand-out 3-piece set. Shirred waistline jacket and matching hat are plaid flannelette lined. Bib top ski pants have adjustable buckle suspenders; cotton kasha lined. *Sizes 2, 3, 4; see page 1363. Please state size. Shipping weight 3 lbs. 3 oz.*
29 K 7491—Light tan and brown . . . \$9.95
29 K 7492—Bright red and navy blue . . . \$9.95

J BUNNY FUR TRIMMED HOOD on water-repellent cotton poplin top . . . fleece lined 52% new wool, 48% rayon face; knit cotton back; (face, 50% total wt.). Shirred waist. Suspender pants are all wool snow-cloth (100% reprocessed wool); cotton kasha lined. *Sizes 2, 3, 4; see page 1363. State size. Shpg. wt. 3 lbs. 3 oz.*
29 K 7493—Bright red and navy blue . . . \$9.95
29 K 7494—Light blue and navy blue . . . \$9.95



\$7.95

Sears famous "Ski-Master" 2-Pc. Set

A Our fine "Ski-Master" snowsuit is tops in value and a big favorite. Popular 1-pc. style with matching hat. Expertly tailored of fine quality, heavyweight cotton poplin . . . wind-resistant, water-repellent and washfast. Has zipper front . . . drawstring at waist for snug fit and warmth; 2 slash pockets. Made with all details for long wear . . . full cut, strongly stitched. Double reinforced knee patches; snug rib knit cotton cuffs. Lined throughout with cotton kasha. *Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 2 lbs.*
29 K 7450—Light blue . . . \$7.95
29 K 7451—Dusty pink . . . 7.95

It's easy to open a Sears Easy Payment account, see inside back cover for information. As you need new things you may add them to your current Easy Payment account.

29 K 7450—Light blue . \$7.95
29 K 7451—Dusty pink . 7.95
29 K 7452—Med. blue . \$9.95
29 K 7453—Dusty pink . 9.95
29 K 7454—Bright red . \$9.95
29 K 7455—Light blue . 9.95
29 K 7456—Dusty pink . 9.95
29 K 7457—Bright red . \$9.95
29 K 7458—Light blue . 9.95
29 K 7459—Dusty pink . 9.95
29 K 7460—Bright red . \$9.95
29 K 7461—Light blue . 9.95
29 K 7462—Dusty pink . 9.95
29 K 7463—Bright red . \$9.95
29 K 7464—Light blue . 9.95
29 K 7465—Dusty pink . 9.95
29 K 7466—Bright red . \$9.95
29 K 7467—Light blue . 9.95
29 K 7468—Dusty pink . 9.95
29 K 7469—Bright red . \$9.95
29 K 7470—Light blue . 9.95
29 K 7471—Dusty pink . 9.95
29 K 7472—Bright red . \$9.95
29 K 7473—Light blue . 9.95
29 K 7474—Dusty pink . 9.95
29 K 7475—Bright red . \$9.95
29 K 7476—Light blue . 9.95
29 K 7477—Dusty pink . 9.95
29 K 7478—Bright red . \$9.95
29 K 7479—Light blue . 9.95
29 K 7480—Dusty pink . 9.95
29 K 7481—Bright red . \$9.95
29 K 7482—Light blue . 9.95
29 K 7483—Dusty pink . 9.95
29 K 7484—Bright red . \$9.95
29 K 7485—Light blue . 9.95
29 K 7486—Dusty pink . 9.95
29 K 7487—Bright red . \$9.95
29 K 7488—Light blue . 9.95
29 K 7489—Dusty pink . 9.95
29 K 7490—Bright red . \$9.95
29 K 7491—Light blue . 9.95
29 K 7492—Dusty pink . 9.95
29 K 7493—Bright red . \$9.95
29 K 7494—Light blue . 9.95
29 K 7495—Dusty pink . 9.95
29 K 7496—Bright red . \$9.95
29 K 7497—Light blue . 9.95
29 K 7498—Dusty pink . 9.95
29 K 7499—Bright red . \$9.95
29 K 7500—Light blue . 9.95

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR

- Rich fabrics
- Matching hats
- Zip leggings



E AYON SATIN TRIM and new fabric for water-repellent and drape. 1-piece suit with warm lined with cotton fleece 52% new wool, 48% rayon face; knit cotton back; (face 50% total weight). Well made... has dainty angora trim on coat and matching bonnet, cotton lined. Unlined leggings. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shpg. wt. 2 lbs. 12 oz. Warm rib knit cap. Size. Shpg. wt. 8 ounces. 484—Bright red. 485—Light blue.

A OUR THRIFT PRICED SET is a fine value in soft part wool fleece 52% new wool, 48% rayon face; knit cotton back; (face 50% total weight). Well made... has dainty angora trim on coat and matching bonnet, cotton lined. Unlined leggings. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shpg. wt. 2 lbs. 12 oz. 29 K 7330—Med. blue. \$6.95 29 K 7331—Wine red. 6.95 29 K 7332—Dusty pink. 6.95

B ATTRACTIVE cotton velveteen trimmed fleece set is 52% new wool, 48% rayon face; knit cotton back; (face, 50% total weight). Beautifully tailored princess-like coat; rayon lined; flannelette interlined. Cotton lined leggings and bonnet. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 3 lbs. 3 oz. 29 K 7333—Wine red. \$8.95 29 K 7334—Teal (green-blue). \$8.95

C RICH TRAPUNTO TRIM on this dressy set in soft warm fleece, 56% new wool, 44% rayon face; knit cotton back; (face, 50% total weight). Excellently tailored. Coat and bonnet rayon lined. Flannelette interlining. Cotton kasha lined leggings. Sizes 1, 2, 3, 4; see page 1363. State size. Shipping weight 3 lbs. 3 oz. 29 K 7300—Med. blue 29 K 7301—Dusty pink Each. \$8.95

D LOVELY HAND EMBROIDERY highlights this warm 100% virgin wool suede set. Delightfully dressy and a becoming style. Has rayon lined bonnet and coat. Warm interlining. Cotton kasha lined leggings. Sizes 1, 2, 3, 4; see size scale on page 1363. Please state size. Shpg. wt. 3 lbs. 3 oz. 29 K 7344—Dusty pink 29 K 7345—Light blue 29 K 7346—Gold Each. \$10.95

J JINNY FUR TRIM on water-repellent poplin top... 52% new wool, 48% rayon face; knit cotton back; (face, 50% total weight). Suspender pants of snow-cloth (100% new wool); cotton lined. Sizes 2, 3, 4; see page 1363. Shpg. wt. 3 lbs. 493—Bright red. 494—Light blue.

F 100% VIRGIN WOOL SUEDE, a winter-warm fabric fashions this good-looking set. Her favorite princess coat made dressy with rich-looking cotton velveteen trim. Rayon lined coat, bonnet. Flannelette interlined. Cotton kasha lined leggings. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shipping weight 3 lbs. 3 oz. 29 K 7312—Medium blue 29 K 7313—Wine red Each. \$12.95

G THE NEW CAPE COAT style hit, just like big sister's. Beautifully hand embroidered. Superbly tailored in warm domestic Shetland-type all wool. Rayon lined; warmly interlined. Rayon lined matching bonnet. Cotton kasha lined leggings. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shipping weight 3 lbs. 3 oz. 29 K 7314—Dusty pink 29 K 7315—Light blue Each. \$14.95

H SEASON'S NEWEST FUR leopard-dyed coney, trims this handsome set... in warm all wool, a domestic Shetland-type fabric. Expertly tailored; princess coat has back pleat; rayon lined; flannelette interlining. Rayon lined bonnet. Cotton kasha lined leggings. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 3 lbs. 3 oz. 29 K 7320—Light blue 29 K 7321—Bright red Each. \$14.95

J 2-PIECE DRESSUP SET stunning in rich cotton velveteen with white bunny fur trim. She'll look adorable in the new shirred waistline coat; rayon lined; flannelette interlined. Adjustable buckle leggings have Gripper fasteners; cotton lined. (Hat not included.) Sizes 1, 2, 3, 4; State size. Shpg. wt. 2 lbs. 10 oz. 29 K 7350—Wine red 29 K 7351—Bright blue Each. \$15.95



\$10.95

Pure Virgin Wool Suede Set with Laskinlamb trim

E Sears features this stunning 3-piece set because it is an outstanding value. Beauty of fabric and style combine to make it the leading "little girl" fashion of the season. In lovely 100% virgin wool suede... it is beautifully tailored and detailed to give it true princess lines and superb fit. Coat has soft, rich-looking Laskinlamb fur trim on collar; rayon lined; flannelette interlined. Cute matching poke bonnet is rayon lined. Zipper suspender leggings are warmly lined with cotton kasha. Sizes 1, 2, 3, 4; see size scale on page 1363. State size. Shipping weight 3 pounds 3 ounces. 29 K 7302—Bright red. \$10.95 29 K 7303—Medium blue. 10.95

It's easy and you save time and money when you buy your children's clothes at Sears. Easy Terms available... see inside back cover for details.

SIZES 1 TO 4

FOR THE NURSERY CROWD

Big selection for boys
packed with Sears value, wear



C WASHABLE COTTON 2-pc. suit. Good quality fabric, well made with sturdy double needle seams for lots of wear. Has tiny buttons on white blouse. Button-on pants have button crotch. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shipping weight 6 oz. 29 K 6737—Medium blue 29 K 6738—Aqua blue 2-pc. suit.....\$1.29

D COTTON POPLIN 2-pc. suit, soft and washable. Blouse has eyelet trim, neatly detailed, pleated front; tiny buttons. Embroidered giraffe adds interest. Button crotch. Double needle seams. Sizes 1, 2, 3, 4; see page 1363. State size. Shipping weight 6 oz. 29 K 6739—Yellow 29 K 6740—Medium blue 2-pc. suit.....\$1.98

E PIN WALK CORDUROY, cotton 2-pc. "dress-up" suit has suspender pants with lined bib top; button crotch. Cotton blouse has ruffle trim on collar. Double stitched seams. Hand wash separately. Sizes 1, 2, 3, 4; see size scale on page 1363. State size. Shipping weight 6 oz. 29 K 6741—Light blue 29 K 6742—Bright red 2-pc. suit.....\$2.29

F GOOD-LOOKING knit cotton 2-piece style. Inner or outer multi-color striped polo shirt has long sleeves. Suspender bib top pants have elastic at back. Washable. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shipping weight 7 ounces. 29 K 6743—Aqua blue 29 K 6744—Medium blue 29 K 6745—Yellow 2-pc. suit.....\$1.49

G COTTON POPLIN 2-pc. style, well made...seams double stitched. Blouse has embroidered animal motif on pocket. Pants have front pleats; buckle belt. Side pockets. Washable. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shipping weight 6 oz. 29 K 6746—Medium tan 29 K 6747—Medium blue 2-pc. suit.....\$1.98

H COTTON CLASSIC shirt, well made, double stitched. Washable. Sizes 2, 3, 4; see page 1363. State size. Shpg. wt. 5 oz. 29 K 6525—White...98c Cotton Twill Shorts. Expertly tailored; set-in pockets. Washable. Sizes above. Wt. 13 oz. 29 K 6731—Navy blue 29 K 6732—Dark brown Each.....\$1.29

J JODHPUR PANTS in long-wearing cotton twill, Sanforized (max. shrink. 1%). Suspenders, belt loops, 2 pockets. Elastic foot straps. Adjustable dot snappers. Washable. (Polo shirt sold separately.) Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 9 oz. 29 K 6878—Bright red 29 K 6879—Medium blue Each.....\$1.98

K "COWHAND" 2-pc. suit of Sanforized fabrics (max. shrinkage 1%). Cotton flannel Western style shirt has convertible collar. Cotton twill pants have back pocket; suspenders belt loops. Wash separately. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 14 oz. 29 K 6877—Red and tan 2-pc. suit.....\$3.39



Two style leaders for boys
Tops in winter-warmth

A Wool Pants, Cotton Shirt \$1.98

Smart 2-piece suit for well-dressed little boys... is exceptionally well tailored. Suspender pants are wash 100% wool flannel... cut full for active comfort. Dry clean. Striped polo shirt is knit of good quality cotton. Has warm long sleeves, snug crew neck and cuffs. Wash separately. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 13 oz. 29 K 6733—Bright red and navy blue 29 K 6734—Aqua blue and medium brown 2-pc. suit.....\$1.98

B Corduroy Pants, Cotton Shirt \$1.98

Beautifully styled, expertly made. Rugged little 2-piece suit in velvety pin wale corduroy... a fine quality, washable separately. Has double fabric bib top pants, elastic at back for perfect fit. Gay multi-colored polo shirt in good quality knit cotton has long sleeves; crew neck. Hand wash separately. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 11 oz. 29 K 6735—White and bright red 29 K 6736—White and royal (bright blue) 2-pc. suit.....\$1.98

28 SEARS, ROEBUCK AND CO. 20PBKMN8



A \$1.49

B \$2.98

C \$3.98

D \$3.98

A 1-PC. PLAY SUIT for boys in sturdy, closely woven cotton that wears well. Very well made with double stitched seams. Button-front style with white piping trim at waist. Drop seat. Washable. Sizes 1, 2, 3, 4; see page 1363. State size. Shipping weight 8 oz. 29 K 6828—Medium blue 29 K 6829—Light tan Each.....\$1.49

B JODHPUR ski-style pants, part wool gabardine (28% new wool, 42% rayon, 30% cotton). Dot snappers on adjustable suspenders, at sides; drop seat. Knit anklets. Pockets. Dry clean. (Polo shirt sold separately.) Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 10 oz. 29 K 6873—Medium tan 29 K 6874—Medium blue Each.....\$2.98

C "JUNIOR WESTEX" 2-pc. suit in Sanforized cotton twill (max. shrink. 1%), in sturdy western style... made in Texas. Suspender pants have fly front; 3 pockets. Zip front jacket has adjustable belted back for snug fit and action comfort. 2 pockets. Washable. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 1 lb. 29 K 6875—Tan...\$3.98

D JODHPUR SUIT, 2-pc. in sturdy cotton twill, Sanforized (max. shrink. 1%). Strongly stitched, exceptionally well tailored. Zip front jacket has stitched back belt, 2 pockets. Suspender jodhpurs have elastic foot straps, 2 pockets, adjustable dot snaps. Washable. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 1 lb. 29 K 6876—Tan...\$3.98

E COTTON POPLIN OVERALLS. Practical garment in a Sanforized fabric (max. shrink. 1%), takes lots of wear. Full cut. Double fabric bib top; patch pocket. Drop seat. Washable. (Polo shirt sold separately.) Sizes 1, 2, 3, 4; see page 1363. State size. Shipping wt. 5 oz. 29 K 6871—Blue...98c 29 K 6872—Yellow...98c

F OVERALLS, medium wale corduroy will take lots of rough 'n' tumble wear. Full cut, adjustable suspender style... has patch pocket; drop seat. Wash separately. (Polo shirt sold separately.) Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 9 oz. 29 K 6815—Bright red 29 K 6816—Navy blue Each.....\$1.39

G SOLID COLOR polo shirt in good quality knit cotton yarns. Rib knit crew neck and cuffs for snug fit. Long sleeves for cozy warmth. Washable, needs no ironing. Ideal with overalls or shorts. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 4 oz. 29 K 6839—Blue...79c 29 K 6838—White...79c 29 K 6843—Yellow...79c

H PIN STRIPED Polo shirt knit of good quality cotton yarns. Long sleeves are warm for winter. Grand top for his overalls and jodhpurs. Rib knit crew neck, cuffs. Wash separately. Never needs to be ironed. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 4 oz. 29 K 6814—Yellow...79c 29 K 6813—Blue...79c

E 98c

F \$1.39

G 79c

H 79c



Featuring Pin Wale Corduroy in rugged togs for play

J Manly full cut Overalls \$1.98

Fine pin wale corduroy overalls, sturdy and long-wearing, ideal for a lively boy's play. Carefully made with strongly stitched seams... full cut for active comfort. Lined bib front, embroidery motif; patch pocket. Suspenders; drop seat. Wash separately. (Polo shirt sold separately.) Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 9 oz.

29 K 6804—Medium blue.....\$1.98
29 K 6800—Bright red.....1.98

K Jacket and Overall set \$4.29

A grand outfit for boys. Good-looking and very well tailored for fine fit and long wear. The velvety pin wale cotton corduroy is sturdy and serviceable. Jacket is lined with cotton flannel, has 2 pockets. Overalls have lined bib top; suspenders; patch pocket. Wash separately. Sizes 1, 2, 3, 4; see size scale on page 1363. State size. Shipping weight 13 ounces.

29 K 6809—Wine red.....\$4.29
29 K 6808—Medium blue.....4.29

Buy everything your little boy needs now. Sears Easy Terms available. See inside back cover.

FOR THE NURSERY CROWD

FOR THE NURSERY CROWD



Sweater \$1.39

30 . . SEARS, ROEBUCK AND CO. 2CFBKMNS



G
25c
pair

SIZES 1 TO 3

FOR THE NURSERY CROWD

Durene Separates, Matching Socks shown on opposite page

A Tot's Overall, Durene knit cotton \$1.69

Ideal for play. Made to Sears specifications . . . action cut for freedom . . . strongly sewn for excellent wear . . . styled for perfect comfort. Has ladder-back suspenders that won't slip off shoulders . . . double fabric bib top . . . elastic at back for fine fit and stay-up comfort. Pocket. Knit of fine quality Durene mercerized cotton yarns. Washable, needs no ironing. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 6 oz.
29 K 6905M—Bright red 29 K 6906M—Med. blue
29 K 6907M—Yellow 29 K 6908M—Pink
29 K 6909M—Light blue Each.....\$1.69

B Girl's Skirt, Durene knit cotton \$1.29

An adorable style, attractive with blouses or polo shirts. She'll love the inverted box pleated front . . . double fabric bib top . . . with ladder-back suspenders that won't slip off shoulders. Made to Sears own specifications . . . full cut, neatly detailed with elastic at back for fine fit. Knit of fine mercerized Durene cotton yarns. Easily washable. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 4 oz.
29 K 6915M—Yellow 29 K 6916M—Med. blue
29 K 6917M—Bright red 29 K 6918M—Pink
29 K 6919M—Light blue Each.....\$1.29

C Boys' Shorts, Durene knit cotton \$1.09

Bib-top shorts are a "must" for little boys . . . knit of fine mercerized Durene cotton yarns . . . with elasticity and "give" that make them tops in service, comfort. Tailored to our own specifications with non-slip ladder back suspenders, double fabric bib top . . . elastic back for snug fit. In bright mix and match colors. Washable. Sizes 1, 2, 3, 4; see size scale on page 1363. Please state size. Shipping weight 4 ounces.
29 K 6920M—Med. blue 29 K 6921M—Bright red
29 K 6922M—Yellow 29 K 6923M—Pink
29 K 6924M—Light blue Each.....\$1.09

D Striped Polo Shirt, Durene cotton 98c

The versatile polo shirt that mixes with all the separates. Firmly knit of soft mercerized Durene cotton, washable, needs no ironing. Made to Sears standards . . . in full cut sizes . . . fine workmanship. Has easy-on 2-button opening at shoulder. Crew neck. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 4 oz.
29 K 6900M—Pink 29 K 6901M—Med. blue
29 K 6902M—Bright red 29 K 6903M—Yellow
29 K 6904M—Light blue Each.....98c

E Solid color Durene Polo Shirt 98c

In the same colors as the shorts, skirt and overalls to make an attractive solid color outfit. Knit of the same fine Durene mercerized cotton, washable, no ironing. Ribbed crew neck, cuffs . . . 2-button shoulder opening. Sizes 1, 2, 3, 4; see page 1363. State size. Shpg. wt. 4 oz.
29 K 6910M—Yellow 29 K 6911M—Med. blue
29 K 6912M—Bright red 29 K 6913M—Pink
29 K 6914M—Light blue Each.....98c

F Tot's year 'round Coat Sweater \$1.39

The perfect sweater for boy or girl . . . tailored with Sears fine features that make for fine fit, long wear. Has snug rib knit crew neck, cuffs . . . button front . . . two well tailored patch pockets. Knit of fine quality Durene mercerized cotton yarns. Washable. Sizes 1, 2, 3, 4; see size scale, page 1363. State size. Shpg. wt. 5 oz.
29 K 6925M—Light blue 29 K 6926M—Bright red
29 K 6927M—Med. blue 29 K 6928M—Yellow
29 K 6929M—Pink Each.....\$1.39

G Ankle socks in matching colors 25c pr.

Here are socks in all the colors of above separates . . . mix and match to tot's delight. Fashioned of Durene cotton with smooth, seamless feet, ribbed knit cuffs. Washable. Colors Light blue, pink, yellow, medium blue, bright red. Sizes 4, 4½, 5, 5½, 6, 6½; size scale on page 24. State size and colors.
29 K 5931M—Shipping weight pair 2 oz. Pair 25c



AA \$1.09 Cotton

BB \$1.59 All Wool

CC \$1.98 All Wool



DD \$1.98 All Wool

EE \$2.98 All Wool

FF \$2.98 All Wool

Toasty warm winter Sweaters for sizes 1 to 3

AA THRIFT PRICED Coat Sweater, knit of heavyweight cotton, softly fleeced inside. Crew neck, design on front. Hand wash separately. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 6 oz.
29 K 7718—Bright red . . . \$1.09
29 K 7719—Medium blue . . . 1.09
29 K 7720—Yellow . . . 1.09

BB 100% VIRGIN WOOL Pull-over has dainty knit-in design on front . . . snowy trim. Knit of soft, fleecy all wool yarns, a fine value. Hand wash separately. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 6 oz.
29 K 7789—Light blue . . . \$1.59
29 K 7790—Pink . . . 1.59

CC FINE QUALITY 100% virgin wool coat sweater, knit of soft, fleecy yarns. Pretty knit-in design; white trim. Hand wash separately. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 6 oz.
29 K 7791—Light blue . . . \$1.98
29 K 7792—Pink . . . 1.98
29 K 7799—Yellow . . . 1.98

DD LITTLE BOY'S all wool coat sweater in popular collar style. Has fancy knit-in pattern on front . . . warm ribbed knit cuffs. Hand wash separately. Sizes 1, 2, 3; see page 1363. State size. Shipping weight 6 oz.
29 K 7793—Medium blue . . . \$1.98
29 K 7794—Bright red . . . 1.98

EE OUR FINEST Girl's Sweater is knit of 100% soft zephyr wool, in fine quality yarns. Dainty hand embroidered trim. Knit ribbed cuffs. Hand wash separately. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 7 oz.
29 K 7797—Light blue . . . \$2.98
29 K 7798—Pink . . . 2.98

FF OUR FINEST boy's coat sweater is knit of 100% zephyr wool yarns . . . hand wash separately. Has embroidered puppy; fresh water pearl buttons. Sizes 1, 2, 3; see page 1363. State size. Shpg. wt. 7 oz.
29 K 7795—Medium blue . . . \$2.98
29 K 7796—Bright red . . . 2.98

SIZES 1 TO 4

THE NURSERY CROWD

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



3-Pc. Part-wool Set \$6.95

Coat, leggings and helmet of part wool fleece (52% new wool, 48% rayon), cotton back (face 50% of total weight). Double breasted coat, 2 pockets, belt back. Coat and helmet cotton lined. Unlined suspender leggings, zip anklets. Sizes 1, 2, 3, 4; see size scale on page 1363. State size. Shipping wt. 3 lbs. 7 oz. 29 K 7337—Camel tan...\$6.95 29 K 7338—Bright blue... 6.95

Herringbone Set \$9.95

Part wool herringbone weave (25% reprocessed wool, 25% reused wool, 50% rayon). Coat has 2 flap pockets. Sleeves rayon lined; body, cotton lined. Zip suspender leggings are cotton Kasha lined. Helmet cotton lined. Sizes 1, 2, 3, 4; see size scale, page 1363. Please state size. Shipping wt. 3 lbs. 7 oz. 29 K 7339—Med. blue...\$9.95 29 K 7340—Med. brown... 9.95

Our Best Wool Set \$14.95

3-pc. warm all wool (15% new wool, 85% reprocessed wool). Fly front coat has 2 pockets; rayon lined sleeves and yoke; body lined with 50% reprocessed wool, 50% rayon. Suspender leggings have zip fly front, zip anklets. Helmet and leggings cotton lined. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shpg. wt. 3 lbs. 7 oz. 29 K 7335—Med. blue...\$14.95 29 K 7336—Med. brown... 14.95

Boys' sturdy Outfits with warm linings, zippers

2-Piece Fleece Set \$4.95

Part wool fleece with helmet (52% new wool, 48% rayon) with cotton back (face is 50% total weight). Zips down front and from ankle to ankle. Cotton rib-knit wrists and anklets. Suit and helmet cotton lined. Sizes 1, 2, 3; see size scale, page 1363. State size. Shipping wt. 2 lbs. 6 oz. 29 K 7414—Camel tan...\$4.95 29 K 7415—Bright blue... 4.95

1-Pc. Cotton Poplin \$5.95

Water repellent poplin 1-pc. snowsuit has attached drawstring hood. Zips down the front, drawstring waist. Double knee patches for wear. Cotton Kasha lined. Rib-knit anklets, cuffs. 2 slash pockets. Sizes 2, 3, 4; see size scale, page 1363. Please state size. Shipping wt. 1 lb. 8 oz. 29 K 7454—Med. tan...\$5.95 29 K 7455—Med. blue... 5.95

3-Pc. Snowsuit \$6.95

2-piece fleece suit with helmet (52% new wool, 48% rayon) cotton back (face 50% total weight). Zipper jacket, corded trim. Bib top suspender pants, helmet and jacket. Cotton lined. Rib-knit cuffs and anklets. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shpg. wt. 3 lbs. 3 oz. 29 K 7400—Bright blue...\$6.95 29 K 7401—Med. brown... 6.95



Sears Famous Honeysuckle Sets

A 3-Piece All Wool Plaid Set has Helmet \$11.95

Sears fine Honeysuckle 3-piece set is 15% new wool, 68% reprocessed wool, 17% reused wool, in a handsome and manly overplaid, so much like dad's. Expertly tailored. Double breasted coat, inverted pleat, belt in back, rayon lined sleeves and yoke, body cotton Kasha lined. Adjustable buckle suspender leggings, zip fly front, elastic back, zipper anklets. Leggings and helmet cotton Kasha lined. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shpg. wt. 3 lbs. 7 oz. 29 K 7347—Medium brown...\$11.95 29 K 7348—Medium blue... 11.95

B Suede-textured All Wool 3-Piece Set \$11.95

This mannish new suede textured all wool fabric is 65% new wool, 35% reused wool, in an exceptionally well-tailored style. Double breasted coat has 2 flap pockets, back pleat and split belt. Rayon lined sleeves and yoke, cotton Kasha lined body. Suspender leggings have adjustable buckles, elastic back, zipper anklets. Helmet and leggings are cotton Kasha lined. Sizes 1, 2, 3, 4; see page 1363. Please state size. Shipping wt. 3 lbs. 7 oz. 29 K 7368—Medium brown...\$11.95 29 K 7369—Medium blue... 11.95

Children's wear, too, is available on Sears Easy Payment plan... see inside back cover for complete details.

32.. SEARS, ROEBUCK AND CO. CPBKMNB



41.98

51.6

She's neve

100% wool, 4...
...and trim. About...
...Colors White, br...
...gray, royal blue, Pl...
...Fin all headlin... S...
...3 sizes.

Catalog no...
house. For

98c

SIZES 3 TO 6

KINDERGARTEN CROWD



Wool Set \$14.95

n all wool (15% reprocessed wool) coat has 2 pockets with sleeves and yoke with 50% reprocessed wool. Suits have zip fly fronts. Helmet and lined. Sizes 1, 2, 3, 4, 5, 6. Med. blue, \$14.95. Med. brown, \$14.95.

, zippers

snowsuit \$6.95

ce suit with helmet, wool, 48% rayon, 50% cotton. Zipper jacket, cord top suspender pants and jacket. Cotton-knit cuffs and ankles. 1, 2, 3, 4; see page state size. Shpg. wt. 1 lb. 8 oz. Med. blue, \$6.95. Med. brown, \$6.95.



A \$1.98

C \$1.69

B \$1.69

D \$1.69



E \$1.98 Set
98c Hat only

F \$1.98

G \$2.98 Set
\$1.98 Hat only

A EAR LAP ROLLER for little girls. Wool felt, grosgrain trim. Colors Bright red, dk. brown, navy blue, dk. green, ruby wine. Measure: state color. Shpg. wt. 1 lb. \$78 K 6700—Fits 20-20 1/4 in. \$1.98 \$78 K 6701—Fits 21-21 1/2 in. 1.98

B SNUG CAP, 70% wool, 30% cotton felt cloth. Self earflaps. Colors Bright red with navy, brown with bright green; navy, ruby wine or dark green with red. Measure: state color. Shpg. wt. 11 oz. \$78 K 6720—Fits 19 1/4-20 1/4 in. \$1.69

C SCOTCH LASSIE, a little flatterer. Grosgrain trimmed wool felt. Colors Bright red, navy blue, dark brown, ruby wine. Measure: state color. Shpg. wt. 14 oz. \$78 K 6715—Fits 19 1/4-20 in. \$1.69 \$78 K 6716—Fits 20 1/4-20 3/4 in. 1.69

D RIPPLE BRIM BONNET, fetching pompon trim. Wool felt. Colors Bright red, dark brown, navy blue, ruby wine. Measure: state color. Shpg. wt. 1 lb. 2 oz. \$78 K 6705—Fits 19 1/4-20 1/4 in. \$1.69 \$78 K 6706—Fits 20 1/4-21 in. 1.69

E DUTCH CAP, BAG Set, 70% wool, 30% cotton felt. Colors Dark brown with bright green; red with navy; navy with red; dark green with red. Bag size abt. 8 1/2 x 7 1/2 in. Cap fits all headsizes. Price includes 17c Federal Excise Tax on bag. Please state color. Shipping weight 14 oz. \$78 K 6740E—Set... \$1.98 \$78 K 6735—Hat... 98c

F DRESSY BONNET, nice with her new coat. Wool felt; ostrich feather just like mother's. Grosgrain trim, chinstrap. Colors Bright red, dark brown, navy blue, ruby wine. Measure headsize. Please state color. Shipping weight 12 ounces. \$78 K 6710—Fits 19 1/4 to 20 1/4 in. \$1.98 \$78 K 6711—Fits 20 1/4 to 21 in. \$1.98

G HAT AND MUFF SET, made of cotton corduroy. Elastic back bonnet. Shirred front muff. Both warmly lined with cotton suede cloth. Colors Bright red, ruby wine, dark brown, dark green. Hat fits all headsizes. Please state color. \$78 K 6730—Set. Shpg. wt. 1 lb. 8 oz. \$2.98 \$78 K 6725—Hat only. Shpg. wt. 14 oz. \$1.98

She's never too young to love a cute Hat... or gay little Match-Ups

H STOCKING CAP, 57% wool, 43% cotton; wool trim. About 16 inches long. Colors White, bright red, bright green, royal blue. Please state color. Fits all headsizes. Shipping weight 3 ounces. \$78 K 6825... 98c

J EARLAP HOOD, all cotton with looped fringed band; pompon. 100% wool trim. Colors Bright red, navy blue, dark green, ruby wine. Please state color. Fits all headsizes. Shipping weight 4 ounces. \$78 K 6805... 98c

K NEW SCARF CAP ties under chin. Warm 100% wool, abt. 30 in. long. Colors Bright red with navy, white; white with red, navy; dark brown with bright green, yellow. State color. Fits all sizes. \$78 K 6830—Shpg. wt. 3 oz. \$1.69

L KNITTED HOOD, cozy and cute. Cotton knit. 100% wool fringed band. Colors Bright red, ruby wine, dark brown, dark green. Please state color. Fits all headsizes. Shipping weight 3 ounces. \$78 K 6820... 98c

M CAP AND MITTENS, to keep her cozy and snug as a bug in a rug. All cotton, self ascot scarf ties underneath chin. Saucy pompon. Matching mittens. Colors Dark brown, dark green, bright red, ruby wine. Please state color. Fits all sizes. \$78 K 6810—Set. Shipping weight 14 ounces... \$2.29 \$78 K 6815—Hat only. Shipping wt. 11 oz. \$1.29

N POMPON CAP, mittens to match. Nice for school or play... will brighten up her snowsuit or pep up her new winter coat. Gay multi-colored cotton; perky pompons over each ear. Colors combinations of bright green, bright red, royal (bright) blue. Please state color wanted. Fit all sizes. Shipping weight 4 ounces. \$78 K 6800—Set... \$1.19

P PARKA CAP and mittens set. Warm cotton knitted pile; wool yarn stitched edges and wool pompons. Gay matching mittens. Fits all sizes. Colors red or royal blue with white; dark brown with yellow; all white. Please state color. \$78 K 6835—Set. Shipping weight 12 ounces... \$1.98 \$78 K 6840—Hat only. Shipping wt. 8 oz. 98c

Catalog numbers marked ♦ shipped from Philadelphia or Chicago. Order, pay postage from Sears nearest mail order house. For Girls' Hats, measure from 1 inch under ear, around face, to 1 inch below other ear. Number of inches is size.



J 98c

K \$1.69

L 98c

N \$1.19 Set

M \$2.29 Set
\$1.29 Hat only

P \$1.98 Set
98c Hat only

SIZES 1 TO 8

Warm Knit Sleepers . . easy
to buy at Sears by mail



SEARS HONEYSUCKLES

\$1.65 each

- Feature laundry proof Gripper Fasteners that stay snapped . . . guaranteed for life of garment. Applied so no metal touches the skin.
- Sturdy, winter-warm fleecy fabric that wears well
- Rip-proof double stitched seams for longer service
- Double fabric feet for warmth, comfort and wear

Sears Honeysuckles (formerly known as Rollic) Sleepers are tops with mothers everywhere because we've packed in every feature possible to make them excellent values. Check their features above. Expertly made, full cut. In heavy, cotton knit fabric that is winter-warm and washable.

A 2-Pc. Heavy Fleece Knit Cotton in Sizes 1 to 4. Sizes 1, 2, 3, 4. State size. Shpg. wt. 11 oz. 29 K 3401—Gray. \$1.65

B 1-Pc. Heavy Fleece Knit Cotton in Sizes 1 to 8. Sizes 1, 2, 3, 4, 5, 6, 7, 8. State size. 29 K 3400—Gray. Shpg. wt. 13 oz. \$1.65

34 . . SEARS-ROEBUCK CPBKMN



Sears Knit Sleepers are what mothers want . . . softly fleeced, comfort cut, carefully made for extra value and wear

C Denton's 2-pc., sizes 1 to 4 **\$1.70** Size 1

This sleeper is nationally known. Expertly made . . . knit of fine quality sturdy cotton with 3% new wool, fleeced inside for added warmth. Washable. Seams are strongly sewn throughout for plenty of service and wear. Top buttons in back. Button-on pants have heavy bootie feet. Sizes 1 and 2 have turned-down drawstring cuffs so baby's hands stay covered; no pocket. Sizes 3 and 4 have plain cuffs, pocket.

29 K 3407—Gray. State size. Shpg. wt. ea. 11 oz.
Size 1. \$1.70 Size 3. \$1.90
Size 2. 1.80 Size 4. 2.05

E Boys' Fine Quality Pajamas **\$1.79**

Boys in sizes 4 to 8 will like these manly pajamas. Styled like Dad's . . . have pullover top with snug ribbed knit crew neck and ski wrists; ribbed knit at waist. Full cut, roomy pants have matching elastic waistband that stays put and warm knit ski anklets that keep out chills. Well made, sturdily stitched throughout for plenty of service and wear. Knit of fine quality cotton in a good winter-weight that's cozy and warm for comfort sleeping. Easily washable. Sizes 4, 6, 8. State size. Shpg. wt. 11 oz.

29 K 3465—Medium blue. \$1.79

D Denton's 1-pc., sizes 1 to 8 **\$1.60** Size 1

Well known Denton quality 1-piece sleepers . . . knit of 97% cotton, 3% new wool . . . a winter-weight fabric softly fleeced inside for extra comfort and warmth. Easy-on button-front style has extra heavy bootie feet for long wear and to keep out chills. Button closing on drop seat. Breast pocket. Easily washable, needs no ironing.

29 K 3406—Gray. State size. Shpg. wt. ea. 11 oz.
Size 1. \$1.60 Size 5. \$2.05
Size 2. 1.70 Size 6. 2.20
Size 3. 1.80 Size 7. 2.35
Size 4. 1.95 Size 8. 2.50

F One-piece Sleeper in sizes 1 to 6 **\$1.15**

This winter-warm one-piece sleeper is knit of good quality rib-knit cotton . . . in a sturdy weight that wears well . . . keeps children cozy and warm. Styled the way mothers like them with self help elastic drop seat . . . no buttons to come off. All sizes have double feet for added comfort to keep out chills. Sizes 1 and 2 button down the back. Sizes 4 and 6 have button-front closing. The knit cotton fabric is easily washable, requires no ironing. Please state size. Shpg. wt. 10 oz.

29 K 3448—Pink. \$1.15
29 K 3449—Medium blue. 1.15

Sears Easy Terms are available on everything for children

All your children's Nightwear, like everything in Sears catalog, is available on Sears Easy Payment Plan. It enables you to buy all the things you need at one time for the entire family. It enables you to take immediate advantage of our lower prices . . . to buy now and save now, budgeting payments over the months ahead to suit your income at a low cost that is but a fraction of the savings Sears makes possible. It also enables you to buy the best qualities which give the greatest satisfaction and assure greatest economy. See inside back cover.

Flannelettes
with double-sti

Boys' Fine Quality Pajamas

Boys' Fine Quality Pajamas
Boys in sizes 4 to 8 will like these manly pajamas. Styled like Dad's . . . have pullover top with snug ribbed knit crew neck and ski wrists; ribbed knit at waist. Full cut, roomy pants have matching elastic waistband that stays put and warm knit ski anklets that keep out chills. Well made, sturdily stitched throughout for plenty of service and wear. Knit of fine quality cotton in a good winter-weight that's cozy and warm for comfort sleeping. Easily washable. Sizes 4, 6, 8. State size. Shpg. wt. 11 oz.

Boys' Fine Quality Pajamas

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**Sears Flannelettes are deeper-napped, fluffy and sturdy
with double-stitched seams for long-term service**

A Economy Priced, sizes 2 to 8 98c
Sears thrift priced sleeper is a tip-top value. Well made of good quality flannelette . . . durable, full cut, comfortable. Double-needle seams add to the life of the garment. Button front; button drop seat. Washable. Sizes 2, 4, 6, 8; size scale below. State size. Shpg. wt. 7 oz. 29 K 3470—Light blue. 98c
29 K 3471—Pink. 98c

C Colorful Print, sizes 2 to 8 \$1.59
Children love this gay, color-happy print flannelette sleeper. Grand winter-warm style . . . the self help belt snugs it in around the waist . . . the rib knit wrists and anklets keep them cozy and warm. Back inside yoke . . . double-needle seams for long wear. Button drop seat. Washable. Sizes 2, 4, 6, 8; see size scale below. Please state size. Shipping weight 8 ounces. 29 K 3463—Juvenile print. \$1.59

E With Bootee Feet 98c
Sizes 1 to 4. Adorable standing collar makes this sleeper cozy and warm. In soft, good quality fluffy flannelette. 1-piece style with warm bootee feet. Rip-proof double stitched seams; buttons in back. Button drop seat. Washable. Sizes 1, 2, 3, 4; see size scale below. Please state size. Shpg. wt. 6 oz. 29 K 3468—Pink. 98c
29 K 3469—Light blue. 98c

B Self Help Style, sizes 2 to 8 \$1.39
Good quality flannelette sleeper, featuring self help tie belt, button front 1-piece style . . . easy on and off. Extra cozy, has long sleeves and snug-fitting ribbed knit wrists and anklets. Full cut, double stitched throughout. Button drop seat. Washable. Sizes 2, 4, 6, 8; see size scale below. State size. Shpg. wt. 8 oz. 29 K 3464—Assorted stripes. \$1.39

D 2-Piece Butcher Boy Style \$1.59
Sizes 4 to 8 will love the "grown-up" style . . . button front jacket has Peter Pan collar and pocket . . . all decked out with cotton fringe trim. Full cut, tailored pants have fitted front, elastic at back. In good quality flannelette, soft and washable. Sizes 4, 6, 8; size scale, below. State size. Shpg. wt. 11 oz. 29 K 3466—Light blue. \$1.59
29 K 3467—Tearose (flesh pink). 1.59

F Juvenile Print \$1.29
Sizes 1 to 4. A cozy, color-bright sleeper for tots . . . in cute juvenile print flannelette, soft and washable. 2-piece style has warm stand-up collar, buttons down back. Button-on pants have feet for cozy comfort. Double stitched seams for longer wear. Sizes 1, 2, 3, 4. Please state size. Shipping weight 8 ounces. 29 K 3461—Juvenile print. \$1.29

G 3-Piece Style \$1.59
Sizes 1 to 4. This warm flannelette sleeper has extra pants for quick change of baby. Collar style top has button front . . . button-on pants have feet to keep out winter chills. Double needle seams lengthen its wear. Washable. Sizes 1, 2, 3, 4. Please state size. Shipping weight 8 ounces. 29 K 3458—Pink. \$1.59
29 K 3459—Light blue. 1.59

To Measure for Sleepers, measure chest up under arms, height without shoes. If measurements are between sizes, order next larger size.

Order size .	1	2	3	4	5	6	7	8
If chest is: .	20	21	22	23	24	25	26	27 in.
If height is: .	30-31	32-34	35-37	38-40	41-43	44-46	47-49	50-52 in.

Tots' warm outdoor Sets
all expertly tailored
with zippers, matching hats

**B \$6.98**

© \$6.98

D \$6.98

\$6.98

B Boy's CORDUROY 3-pc. set is very well tailored; the fine pin wale corduroy wears well. Double breasted coat has notched collar. Zip suspender leggings have elastic at back. Fully flannelette lined. Matching cap is cotton lined. *Sizes 6, 12 mos., 18 mos. State size.* Shpg. wt. 1 lb. 13 oz. 29 K 7000—Medium blue 3-Piece Set. \$6.98

C GIRL's Pinwale Corduroy 3-pc. set has dainty cording, hand embroidery on the sweetly styled coat. Zip suspender leggings have elastic at back. Warm flannelette lining throughout. Cotton lined bonnet. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. 1 lb. 13 oz. 29 K 7020—Pink 29 K 7021—Lt. blue 3-Piece Set.....\$6.98

D Boy's 3-Pc. Coat Set, tailored in warm, sturdy fleece (52% new wool, 48% rayon face; knit cotton back; face 50% total wt.). Coat has 2 pockets; flannelette lined. Unlined zip leggings, elastic at back. Flannelette lined hat. Sizes 6 mos., 12 mos., 18 mos. State size. Shpg. wt. 2 lbs. 2 oz. 29 K 7054—Medium blue 3-Piece Set. \$6.98

E GIRL'S 3-Pc. Fleece Set (52% new wool, 48% rayon face; knit cotton back; face 50% total weight). Hand embroidery, angora trim. Coat flannelette lined. Unlined zip leggings. Cotton lined bonnet. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. 2 lbs. 6 oz.
29 K 7053—Dusty pink
29 K 7052—Light blue
3-Piece Set. \$4.98



Look at Sears array . . . every style for dress or play

F ONE-PC. Corduroy Snow-suit with its own matching hat, can be worn by boy or girl. Has zip front, drawstring at waist to snug it in for warmth. Rib knit cuffs, anklets. Warm flannelette lining. Flannelette lined matching hat. *Sizes* 6 mos., 12 mos., 18 mos. *State size*. Shpg. wt. 1 lb. 4 oz. 29K 7119—Light blue 29K 7120—Pink
2-Piece Set.....\$6.98

G "SKI-MASTER" 1-pc. snow-suit and matching hat is heavy quality cotton poplin . . . wind-resistant, water-repellent, sunfast. Expertly made . . . superbly warm. Quilted all wool kasha lining. Zip front; knee patches. Kasha lined hat. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Wt. 1 lb. 9 oz. 29K 7117—Light blue 29K 7118—Dusty pink 2-Piece Set . . . \$7.98

H 100% VIRGIN WOOL snow-suit and hat is warm, color fast to water. Can be worn by boy or girl. Has drawstring at waist to keep her snug and warm; zip front. Fully cotton kasha lined. Rib knit all wool cuffs. Cotton kasha lined hat. *Sizes* 6 mos., 12 mos., 18 mos. *State size.* Wt. 2 lbs. 2 oz. 29 K 7121—Light blue 29 K 7122—Dusty pink

J SWEATER, Leggings, Cap and Mittens in this fine set, all for one low Sears price. Knit of fine quality 100% virgin wool in pretty novelty design. It's a warm, handsome set for winter and makes an ideal gift for any tot. Sizes 12 mos., 18 mos. *State size.* Shpg. wt. 11 oz. 29K 7700—Copen (medium blue) 4-Pc. Set \$5.49 29K 7701—Bright red 4-Pc. Set \$5.49

**All Virgin Wool 3-Pc. Set
outstanding style and value**

\$10⁹⁸

3-pc. Set

A Out of Sears wide selection of clothes for tots, our buyer chose this handsome 3-pc. set to give you the finest ever. From its rich, warm all virgin wool fabric to its expert tailoring and dainty hand embroidery... it's a tip-top value. The corded double breasted coat has warm flannelette interlining... rayon lined. Zipper suspender leggings have elastic at back for fine fit; cotton kasha lined. Matching poke bonnet is rayon lined. Sizes 6 mos., 12 mos., 18 mos. *Slate size*. Shipping weight 2 lbs. 8 oz.

29 K 7035—Dusty pink.....	\$10.98
29 K 7056—Light blue.....	10.98

Size Scale for Sizes 6 to 18 mos.

Order sizes . . .	6 mos.	12 mos.	18 mos.
If chest is	18	19	20
If height is	24½-26½	27-29	29½-31½
Dress length . .	14	15	16
Coat length . . .	14½	15½	16½

For Easy Terms, see inside back cover



[F] \$6.98

\$7.98

\$8.98

J \$5.49



A \$1.39

B \$1.39

C \$1.98

D \$1.98

E \$1.35

F \$1.98

E GIRL'S 3-Pc. Set (\$2½) 48% rayon face, cotton back; face, terry, angora trim, flannellette lined. Zip leggings. Cotton bonnet. Sizes 6 mos., 12 mos., 18 mos. Shpg. wt. 2 lb. 4 oz. 29 K 7053—Dress 29 K 7052—Light 3-Piece Set

A BROADCLOTH in good reliable quality cotton, very perky with its box pleats in front and tie-back sash. Embroidered trim and collar edging for prettiness. 3-inch hem. Washable. Sizes 6 mos., 12 mos., 18 mos.; scale, opposite page. *State size.* Shpg. wt. 5 oz. 29 K 6019—Pink...\$1.39 29 K 6020—Blue...1.39 29 K 6021—White...1.39

B CHECKED COTTON has a little turnback collar and basque top with ric-rac braid. It's embroidered, too. Full skirt. The fly-away sash tied in back looks very gay. Deep 3-inch hem. Washable. Sizes 6 mos., 12 mos., 18 mos.; size scale on opposite page. *Please state size.* Shpg. wt. 5 oz. 29 K 6022—Red...\$1.39 29 K 6023—Med. blue 1.39

C DRESS-UP COTTON at a money-saving price at Sears. Fine quality, fine value. Embroidered bodice and waistline. White cotton lace edges the collar. Full skirt with 3-inch hem. Tie-back sash. Washable. Sizes 6 mos., 12 mos., 18 mos.; scale, opposite page. *State size.* Shpg. wt. 5 oz. 29 K 6024—Blue...\$1.98 29 K 6025—Pink...1.98

D PARTY DRESS wears a white yoke and a mid-get-size collar. Fine pastel cotton with embroidery and eyelet cotton frills on the yoke and 2 pockets. Full skirt with 3-inch hem and tie-back sash. Puff sleeves. Washable. Sizes 6 mos., 12 mos., 18 mos.; scale opposite page. *State size.* Shpg. wt. 5 oz. 29 K 6026—Blue...\$1.98 29 K 6027—Pink...1.98

E "KWIKALL" CRAWLER in vat-dyed poplin, Sanforized (max. fab. shrink. 1%). Dot snappers, double bib top. Washable. Sizes 6 mos., 12 mos., 18 mos. *State size.* Shpg. wt. 7 oz. 29 K 6606—Blue...\$1.35 29 K 6607—Yellow...1.35 *Polo Shirt, knit cotton. Sizes above. Wt. 5 oz.* 29 K 7714—Blue...79c 29 K 7715—Yellow...79c

F CORDUROY "KWIKALL" crawler with dot snappers, drop seat. Embroidery on double fabric bib top. Hand wash separately. Sizes 6 mos., 12 mos., 18 mos.; scale, opp. page. *State size.* Wt. 8 oz. 29 K 6668—Med. blue \$1.98 29 K 6669—Red...1.98 *Polo Shirt, knit cotton. Sizes above. Wt. 5 oz.* 29 K 7709—Blue...79c 29 K 7710—Yellow...79c

Sears values for a baby's day . . low priced clothes for romping or dress

J SWEATER, Long Cap and Mitts his fine set, all for less than price. Knit quality 100% virgin wool. A pretty novelty set's a warm, handsome idea! gift for any size 12 mos., 18 mos. *State size.* Shpg. wt. 1 lb. 4 oz. 29 K 7700—Copen (n blue) 4-Pc. Set 29 K 7701—Bright red Piece Set

G SUNDAY BONNET in rayon satin; net, ribbon trim. Lined. Sizes 11, 12, 13, 14 in. *State size.* Shpg. wt. 4 oz. 29 K 7580—Blue...\$1.09 29 K 7581—Pink...1.09 29 K 7584—White...1.09 **H** BOYS HAT, pin wale corduroy. Lined. Sizes 12, 13, 14, 15 in. *State size.* Wt. 4 oz. 29 K 7535—Blue...79c **J** PIN WALE CORDUROY BONNET. Ribbon trim. Lined. Sizes 13, 14, 15 in. *State size.* Shpg. wt. 4 oz. 29 K 7582—Pink...\$1.09 29 K 7583—Blue...1.09

K CHECKED COTTON creeper has pleated front with a pet animal embroidered on it. Ric-rac braid trim. White piping on all-around belt, cuffs. Button crotch. Washable. Sizes 6 mos., 12 mos., 18 mos.; size scale, opposite page. *State size.* Shipping weight 5 oz. 29 K 6663—Blue check 29 K 6664—Red check Each...\$1.39

L BROADCLOTH, and that means good quality cotton. Pleats in front and an embroidered animal. Neat ric-rac at yoke, collar. White piping on all-around belt and cuffs. Button crotch. Washable. Sizes 6 mos., 12 mos., 18 mos.; scale, opposite page. *State size.* Shpg. wt. 5 oz. 29 K 6665—Blue...\$1.39 29 K 6666—Yellow...1.39 29 K 6667—White...1.39

M KNIT COTTON creeper for boy or girl. Two-button shoulder opening. Snap button closing for easy diaper change. Lamb printed on front. Rib knit neck, cuffs, leg bands. Washable, needs no ironing. Sizes 6 mos., 12 mos., 18 mos.; size scale on opposite page. *State size.* Shipping wt. 5 ounces. 29 K 6602—Lt. blue...98c 29 K 6603—Yellow...98c 29 K 6610—White...98c

N KNIT CREEPER of Du-rene fine combed cotton yarn, mercerized. Two Gripper Fasteners at shoulder and crotch. Striped neckband, rib knit cuffs, leg bands. Very soft, washable, needs no ironing. Sizes 6 mos., 12 mos., 18 mos.; size scale on opposite page. *State size.* Shpg. wt. 5 oz. 29 K 6650—Yellow...\$1.25 29 K 6651—Lt. blue...1.25 29 K 6652—White...1.25

P KNIT WOOL creeper for boy or girl in attractive novelty pattern. White top and pastel pants are knit all in one. Button opening at crotch for easy change of diapers. Hand wash. Sizes 12 mos., 18 mos.; size scale on opposite page. *Please state size.* Shipping weight, 6 ounces. 29 K 7597—White and blue 29 K 7598—White, yellow Each...\$1.98



G \$1.09

H 79c

J \$1.09

K \$1.39

L \$1.39

M 98c

N \$1.25

P \$1.98

HONEYSUCKLE INFANTS' WEAR

Sears proudly presents its new fall selection of

HONEYSUCKLE QUALITY INFANTS' WEAR

A wide assortment of improved items and many with labels mothers know

What mothers look for when they buy a Layette

Mothers depend on Sears for those value-making qualities not always visible to the eye. Workmanship, careful detailing, durable fabrics that make our layettes "stand-up" through many, many washings and wearings. What's more, due to our mail order system of selling we save you money besides. This, plus our guarantee of satisfaction, is a value combination unexcelled... and the reason why millions of mothers buy with confidence at Sears.

• Sears Testing Laboratory rigidly tests quality, washability, wear, so you get full value for your money.

• Sears Twin Insurance with every layette. Order complete layette before baby is born. If it's twins or more, send us printed form enclosed in first layette, with signed statement by your physician or minister, and we will send you an extra layette or layettes postpaid.

• Sears Easy Terms enable you to buy your layettes and all the other things listed on the following pages for your baby's health and comfort. For full details, see inside back cover.

• "Infant Care" Booklet is included in all layettes without extra charge. Published by Children's Bureau of U. S. Dept. of Labor... and prepared by renowned baby doctors.



Sears Famous Honeysuckle Diapers in 3 fabrics

12 for \$2.27
Flannelette

12 for \$2.98
Knit

12 for \$2.77
Birdseye

Honeysuckle diapers are exclusively Sears and first choice for quality, comfort and utility. Each of the three cotton fabrics is soft, sturdy and highly absorbent. Strongly woven or firmly knit of long staple cotton yarns... giving them the durability to "stand up" under countless washings and wear. All three fabrics are so soft and bulkless, they help prevent irritation and chafing of baby's tender skin. Superior in quality, they absorb more and absorb faster... another important aid to baby's comfort. Cut full size so they're large enough to use as long as baby wears diapers. Bleached white, cleanly packed in sanitary packages. Washable.

Cotton Flannelette Diapers

29 K 5027—27x27 inches. Shipping weight 1 lb. 6 oz. 12 for \$2.27

Knit Cotton Diapers

29 K 5057—10x18 inches. Shipping weight 1 lb. 7 oz. 12 for \$2.98

Birdseye Cotton Diapers

29 K 5053—27x27 inches. Shipping weight 1 lb. 15 oz. 12 for \$2.77

38.. SEARS, ROEBUCK AND CO. CFS

3 qualities Flannelette and Birdseye Diaper Cloth

5 yds. for \$1.80
36-in. Flannelette

5 yds. for \$1.50
36-in. Flannelette

10 yds. for \$2.19
27-in. Flannelette

10 yds. for \$2.65
27-in. Cloth

Buy diaper cloth by the yard and save... it's the thrifty way! All of these flannelettes are marvelously absorbent, as only the best can be. Woven of fine cotton, chosen for its strength as well as its downy softness.

Our Best 36-inch Diaper Flannelette

5 yards make ten 18x36-inch diapers. Only 18c per diaper.

36 K 4174—Shipping weight 2 pounds 2 ounces..... 5 yards for \$1.80

Economy 36 inch Diaper Flannelette

5 yards make ten 18x36-inch diapers. Only 15c per diaper.

36 K 4171—Shipping weight 1 pound 14 ounces..... 5 yards for \$1.50

Economy 27-inch Diaper Flannelette

10 yards make thirteen 27x27-inch diapers. Less than 17c per diaper.

36 K 4168—Shipping weight 3 pounds 2 ounces..... 10 yards for \$2.19

27-inch Birdseye Diaper Cloth

10 yards make thirteen 27x27-inch diapers. Less than 21c per diaper.

36 K 2727—Shipping weight 2 pounds..... 10 yards for \$2.65

De Luxe

De Luxe

De Luxe

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health and comfort.
see inside back

Booklet is included
without extra charge.
Children's Bureau of
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for 27-in. Cloth

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diaper.
.....5 yards for \$1.10

diaper.
.....5 yards for \$1.10

17c per diaper.
.....10 yards for \$1.70

21c per diaper.
.....10 yards for \$2.10

Sears De Luxe Layette . . all 71 pieces with handsome chest

Sears DeLuxe Layette is every mother's first choice. It bears our Honeysuckle label and that means it is our finest quality, our finest value, and your best buy. In this layette you get superior fabrics, finer detailing, workmanship and top value. It includes all pieces recommended by infant specialists, with extras for baby's comfort. A year's subscription to Parent's Magazine at regular Sears price of \$2.42, is included.

- 24 Diapers . . cotton Birdseye, 27x27 inches
- 1 Package, 36 Dennison Diaper Linings. Absorbent cellulose
- 4 Vests, knit cotton. Tie side style. Long sleeves
- 3 Binders of knit cotton, very elastic for support
- 2 Wrappers of sturdy Sanforized flannelette (maximum fabric shrinkage 1%). Embroidery trim
- 2 Gowns of sturdy Sanforized flannelette (maximum fabric shrinkage 1%). Embroidery trim
- 1 Wrapper of soft, medium weight knit cotton
- 1 Gown of medium weight knit cotton. Drawstring cuffs and bottom
- 4 Receiving Blankets, soft cotton, 26x34 inches
- 1 Cotton Crib Blanket, 36x50 in. Rayon satin binding

- 2 Waterproof Panties. Hand washable
- 1 Two-Ply Synthetic Rubber waterproofed sheet, 18x18 inches
- 1 Two-Ply Synthetic Rubber waterproof sheet, 18x27 inches
- 2 Quilted Pads, cotton, 17x18 inches
- 2 Flannelette Lap Pads, 12x14 inches
- 2 Washcloths of soft knit cotton, 12x12 inches
- 2 Towels, knit cotton, 16x24 in. Soft, absorbent
- 1 Sacque of sturdy flannelette
- 3 Flannel Bibs, double faced. Printed design
- 2 Pairs long cotton stockings
- 1 Box absorbent cotton. 2 ounces
- 1 Box talcum powder. 4 ounces

\$28⁹⁵
Cash

or \$3.00 down \$5.00 monthly
on Sears Easy Terms

- 1 Bottle of baby oil. 6 ounces
 - 1 Cake Castile Soap
 - 2 Bunches safety pins . . guarded coils
 - 1 Teething ring with pretty bells that tinkle
 - 1 Year's subscription to Parent's Magazine
 - 1 Set Mother's Manual booklets, complete month-by-month information for baby's care and training
 - 1 4-Drawer Wardrobe Chest of heavy cardboard, top and bottom of wood, wood reinforced, covered in gay nursery print paper. Clean with damp cloth. Abt. 27 $\frac{3}{4}$ in. high, 15 $\frac{1}{4}$ in. wide, 11 $\frac{1}{4}$ in. deep
- Layette: White with pink or light blue trim.
Please state color of trim. Shipping weight 26 lbs.
29 K 0621—71-piece layette. \$28.95



Sears Basic 53-piece Layette . . better quality \$17.95

Our Basic Layette has been assembled and the pieces chosen by experts who are familiar with the needs of baby's early months. There are no extras . . . every piece is what he will need and wear everyday.

Well made throughout, each piece is of a durable quality that will give excellent service and wear. You receive with this layette a year's subscription to Parents Magazine (regular Sears price, \$2.42).

- 24 Diapers . . . cotton Birdseye 27x27 inches
- 3 Vests, medium weight knit cotton. Tie side style
- 3 Binders of soft, warm flannelette
- 2 Wrappers, in warm fluffy flannelette
- 2 Gowns, in soft, warm flannelette
- 3 Cotton Receiving Blankets, 26x34 inches
- 1 Waterproof panty. Hand washable

- 2 Two-Ply Synthetic Rubber waterproofed sheets, 18x18 inches
- 2 Quilted Pads, cotton, 17x18 inches
- 2 Washcloths, knit cotton, 12x12 inches
- 2 Towels, knit cotton, 16x24 inches
- 1 Box absorbent cotton, 2 ounces
- 1 Box talcum powder, 4 ounces

- 1 Cake Castile Soap
- 2 Bunches safety pins. Guarded coils
- 1 Year's subscription to Parents Magazine
- 1 Set Mother's Manual baby care booklets
- Layette: White with pink or light blue trim
- State color of trim. Boxed. Shpg. wt. 10 lbs.
- 29 K 0619—53-piece layette. \$17.95

Our Economy 30-piece Layette . . (shown below) \$8.50

Sears thrift-priced layette is economical and saving. It has been wisely selected to take care of baby's first needs only.

There is not an unnecessary piece . . . each is a "must". Every piece is good quality that will give satisfactory service and wear.

- 12 Diapers, cotton Birdseye, 27x27 inches
- 3 Vests; medium weight knit cotton. Tie side style
- 3 Binders; sturdy flannelette
- 1 Gown, sturdy flannelette.
- 1 Wrapper, sturdy flannelette
- 1 Waterproof Panty. Hand washable

- 2 Cotton Receiving Blankets, 26x34 inches
- 2 Two-Ply Synthetic Rubber waterproof sheets, 18x18 inches
- 1 Quilted Cotton Pad, 15x17 inches. Soft, highly absorbent
- 1 Box absorbent cotton, 2 ounces

- 1 Box talcum powder, 4 ounces
- 1 Cake Castile Soap
- 1 Bunch Safety Pins
- Layette: White with pink or light blue trim
- State color of trim. Boxed. Shpg. wt. 9 lbs.
- 29 K 0616—30-piece layette. \$8.50

"Infant Care" booklet is included in each of the above layettes without extra charge. For Easy Terms, see inside back cover



40 . . SEARS-ROEBUCK CFB

Dainty,

Beautifully made, has a full cut with 12 sleeves. Ribbon trim. Size 6 mos., 12 mos. \$1.95. State size, \$1.95.

White

Beautifully made, has a full cut with 12 sleeves. Ribbon trim. Size 6 mos., 12 mos. \$1.95. State size, \$1.95.

White

Here's le

Beautifully made, has a full cut with 12 sleeves. Ribbon trim. Size 6 mos., 12 mos. \$1.95. State size, \$1.95.

White

State size, \$1.95.

White

State size, \$1.95.

White

State size, \$1.95.

White

State size, \$1.95.

White

State size, \$1.95.

White

State size, \$1.95.

White

State size, \$1.95.

White

State size, \$1.95.

INFANTS' GOODS



Sears takes the lead in
quality and value for baby



OUR FINEST DRESS

Philippine hand embroidered
Featured as a typical Sears Value

\$1.98

It's a lucky baby that gets this charming gift dress, for christening or a visiting. Exquisitely made . . . every stitch and tiny tuck is made by hand . . . to give it a daintiness found only in lovely handmades. There's fine Philippine hand embroidery at top . . . and matching embroidery on skirt front. Beautifully fashioned . . . full cut with deep, generous hem, cute puff sleeves. The sheer, cotton batiste is a fine quality, soft and hand washable. Comes in assorted collar and collarless styles . . . sorry, no choice, but both styles are sweet and becoming . . . and have the same amount of fine hand embroidery trim. Sizes 6 mos., 12 mos.; size scale, page 36. State size. Shpg. wt. 5 oz. 29 K 6111—White . . . \$1.98

For complete details on Sears
Easy Terms, see inside back cover

ALL PAGE 41 . . . INFANTS' GOODS

Dainty, embroidered Baby Dresses and Slips

A EMBROIDERED DRESS in sweet collar style. Beautifully made of fine cotton batiste, daintily embroidered. Full cut with deep hem. Puff sleeves. Ribbon trim. Hand wash. Sizes 6 mos., 12 mos.; scale, page 36. State size. Shpg. weight 5 ounces.

29 K 6106—White . . . \$1.29

B THRIFT PRICED SLIP for every day. Neatly made, has dainty lace trim at neck; ruffle bottom. In good quality cotton batiste. Hand wash. Sizes 6 mos., 12 mos.; scale, page 36. State size. Shipping weight 4 ounces.

29 K 6100—White . . . 59c

C EMBROIDERED YOKE STYLE is adorable. Has daintily fashioned yoke, delicate embroidery on skirt front, too. Deep hem; ribbon trim. The fine cotton batiste is hand washable. Sizes 6 mos., 12 mos.; size scale on page 36. State size. Shipping weight 5 oz.

29 K 6105—White . . . \$1.29

D EMBROIDERED BABY SLIP in soft, good quality cotton, dainty assorted designs . . . with lace edged ruffle bottom. Neatly finished; full cut. Hand wash. Sizes 6 mos., 12 mos.; scale, page 36. State size. Shipping wt. 4 oz.

29 K 6107—White . . . 89c

E AN EXCELLENT VALUE. Lovely embroidered dress in fine cotton batiste . . . sweet and dainty. Collar style with lots of pretty embroidery in assorted designs. Hand wash. Sizes 6 mos., 12 mos.; size scale on page 36. Please state size. Shpg. wt. 5 oz.

29 K 6109—White . . . \$1.98

F OUR FINER INFANT'S SLIP is soft cotton batiste. Button shoulder, with imported lace on ruffle bottom. Goes with all of the lovely dresses. Hand wash. Sizes 6 mos., 12 mos.; scale, page 36. State size. Shipping weight 4 oz.

29 K 6110—White . . . 98c

Here's lots of gift beauty at Sears little prices

G ATTRACTIVE DRESS AND SLIP SET, has rich embroidery on yoke style dress . . . cute puff sleeves and deep hem. Same lovely design on matching slip plus lace edged ruffle bottom. In soft, sheer, hand washable cotton. Sizes 6 mos., 12 mos.; scale, page 36. State size. Shipping weight 5 oz.

29 K 6108—White . . . Set \$2.29

H OUR FINEST DRESS AND SLIP SET is lavishly trimmed with lovely embroidery; ribbon trim. Embroidery on center bottom of slip matches dress. Cut full, button shoulder opening. In fine quality hand washable cotton batiste. Sizes 6 mos., 12 mos.; scale, page 36. State size. Shpg. wt. 5 oz.

29 K 6125—White . . . Set \$2.98

J HAND EMBROIDERED "morning gown" sweet and pretty to dress baby in after his bath. So wonderfully comfortable, too . . . easy-on button front. Dainty lace edged collar and sleeves. Fine cotton batiste; hand washable. Sizes 6 mos., 12 mos.; scale, page 36. State size. Shpg. wt. 5 oz.

29 K 6175—White . . . \$1.59



G \$2.29 Set

H \$2.98 Set

J \$1.59



SEARS SANFORIZED FLANNELETTES (max. fabric shrinkage 1%), in your choice of two qualities. Every piece is very well made, neatly finished throughout. Cut full and roomy for comfort and wear. Dainty embroidery and ribbon trim on both qualities. Washable. *Infants' size only*, fits up to 6 mos. Shpg. wt. ea. 4 oz.

A Our Fine Quality
Warm, weight flannelette is a serviceable, long-wearing fabric.

Gown
29 K 5615M—White; blue trim... 59c
29 K 5616M—White; pink trim... 59c

Wrapper
29 K 5680M—White; blue trim... 59c
29 K 5681M—White; pink trim... 59c

Slip
29 K 5682M—White; blue trim... 39c
29 K 5683M—White; pink trim... 39c

B Our Finer Quality
Heavier flannelette, warmer. More embroidery, ribbon trim.

Gown
29 K 5643M—White; blue trim... 89c
29 K 5644M—White; pink trim... 89c

Wrapper
29 K 5695M—White; blue trim... 89c
29 K 5696M—White; pink trim... 89c

Slip
29 K 5697M—White; blue trim... 59c
29 K 5698M—White; pink trim... 59c

C FLANNELETTE SACQUE in lovely prints... soft, colorful and cozy. Well made, has dainty ribbon tie. In attractive assorted prints. Washable. *Infants' size only*, fits up to 6 mos. Shipping wt. 3 oz.

29 K 5634—Prints... 33c

D BEACON COTTON Blanket Cloth sacque has felt applique, rayon stitching trim. Washable. *Infants' size only*, fits up to 6 mos. Shipping wt. 4 oz.

29 K 5635—Pink... 59c

29 K 5636—L.t. blue 59c

29 K 5637—White... 59c

E SANFORIZED FLANNELETTE HOSPITAL GOWN (max. fabric shrinkage 1%) warm, heavy weight. Opens all the way down back, gives baby complete protection. Has 3 tape ties. Drawstring at sleeves. Washable. *Infants' size only*, fits up to 9 months. 29 K 5619—White. Shipping weight 4 oz. 79c

F DELUXE QUALITY Flannelettes are our heaviest weight. Sanforized (max. fabric shrinkage 1%)... tops for warmth and wear. Rayon satin binding and dainty applique trim. White. Easily washable. *One size*, fits up to 6 mos. Shipping weight each 6 oz.

Sacque

29K5985M—Blue trim \$1.29

29K5986M—Pink trim 1.29

Wrapper

29K5987M—Blue trim \$1.69

29K5988M—Pink trim 1.69

Sears grand assortment of Baby Clothes . . expertly made of quality fabrics, fit and v

G GRAND WRAPPER to snugle baby in, protect him from drafts. Knit of good quality cotton that is soft and durable... easy to wash, needs no ironing. Full, roomy cut, neatly made throughout... and finished off with three tape ties that are adjustable for baby's comfort. It's a practical garment and pin-money priced at Sears. Easily washable. *Infants' size only*, fits up to 6 months. Shipping wt. 4 oz.

29 K 5772—White... 69c

H KNIT COTTON GOWN gives baby soft, cozy comfort... it is just the right medium weight. Fastens with two easy-to-adjust tape ties. Drawstring at sleeves and bottom for cozy warmth... keeps out chills. The good quality cotton is a serviceable wear-well quality that is easy-to-wash and never needs ironing. Well made, neatly finished in every detail. Easily washable. *Infants' size only*, fits up to 6 months. Shipping weight 4 oz.

29 K 5761—White... 77c

J SLIP-ON GOWN is knit of finer quality cotton yarns... softer, warmer, longer-wearing. Exceptionally well made... has patented neck opening that slips easily over baby's head. There's a drawstring at sleeves and bottom for extra warmth and sleeping comfort. Cut generously full, neatly finished. Strongly stitched seams for longer wear. Washable. *Infants' size only*, fits up to 6 months. Shipping weight 4 ounces.

29 K 5771—White... 98c

K FULL LENGTH STOCKINGS, knit of soft, durable combed cotton yarns. Well made with smooth, seamless feet. Washable. *Sizes* 4, 4½, 5, 5½, scale, page 24. *State size*. Shipping weight pair 2 oz.

29 K 5921—White... Pair 25c

L BETTER QUALITY STOCKINGS full length, knit of mercerized cotton yarns... washable. Smooth, seamless feet. *Sizes* 4, 4½, 5, 5½; scale, page 24. *State size*. Shpg. wt. pr. 2 oz.

29 K 5922—White... Pair 33c

M COTTON FLANNELETTE Binders, napped for softness. Pin-on style. Washable. *Size* abt. 5x24 in. Shpg. wt. 3 oz.

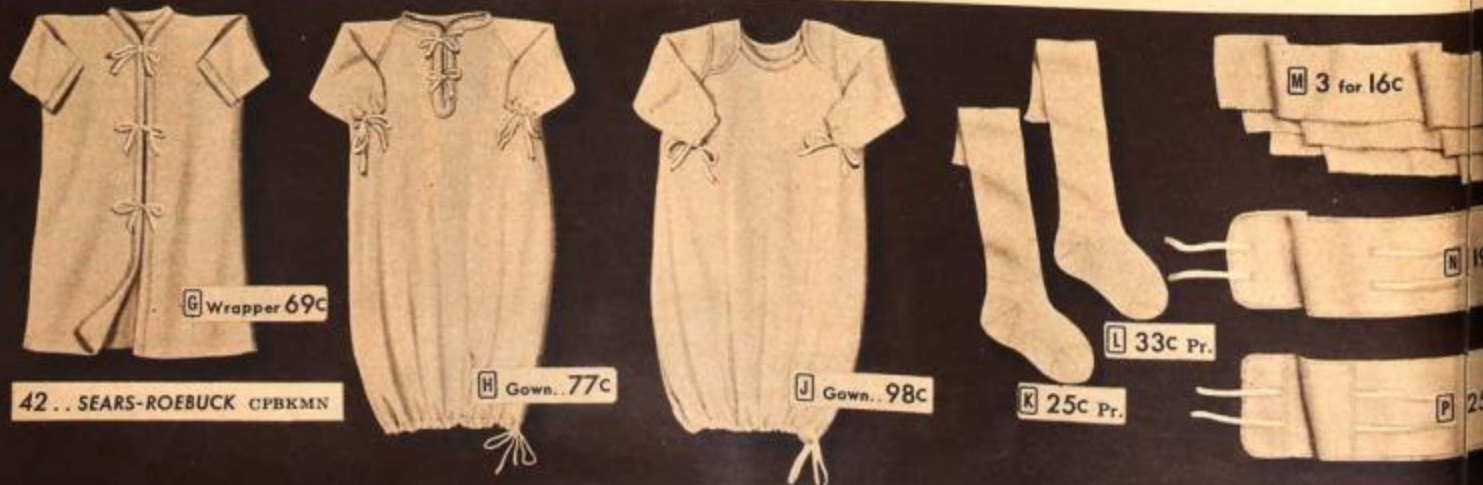
29 K 5790—White... 3 for 16c

N DOUBLE THICKNESS cotton flannelette binders, both sides napped. Tape ties. Washable. *Size* 5x23 in. Shpg. wt. 2 oz.

29 K 5792—White... 19c

P KNIT ABDOMINAL BINDER of firm, double fabric cotton. Tape ties. Washable. *Size* 5x7 in. Shipping weight 3 ounces.

29 K 5791—White... 25c



42.. SEARS-ROEBUCK CPBKMN

H Gown... 77c

J Gown... 98c

K 25c Pr.

L 33c Pr.

M 3 for 16c

N 19c

P 25c

HONEYSUCKLE INFANTS' GOODS

Sears sees to baby
in Underwear comfort
at thrifty, low prices



SEARS HONEYSUCKLES Vests and 2-pc. Suits

Quality knit of finest yarns with
value and wear in every stitch

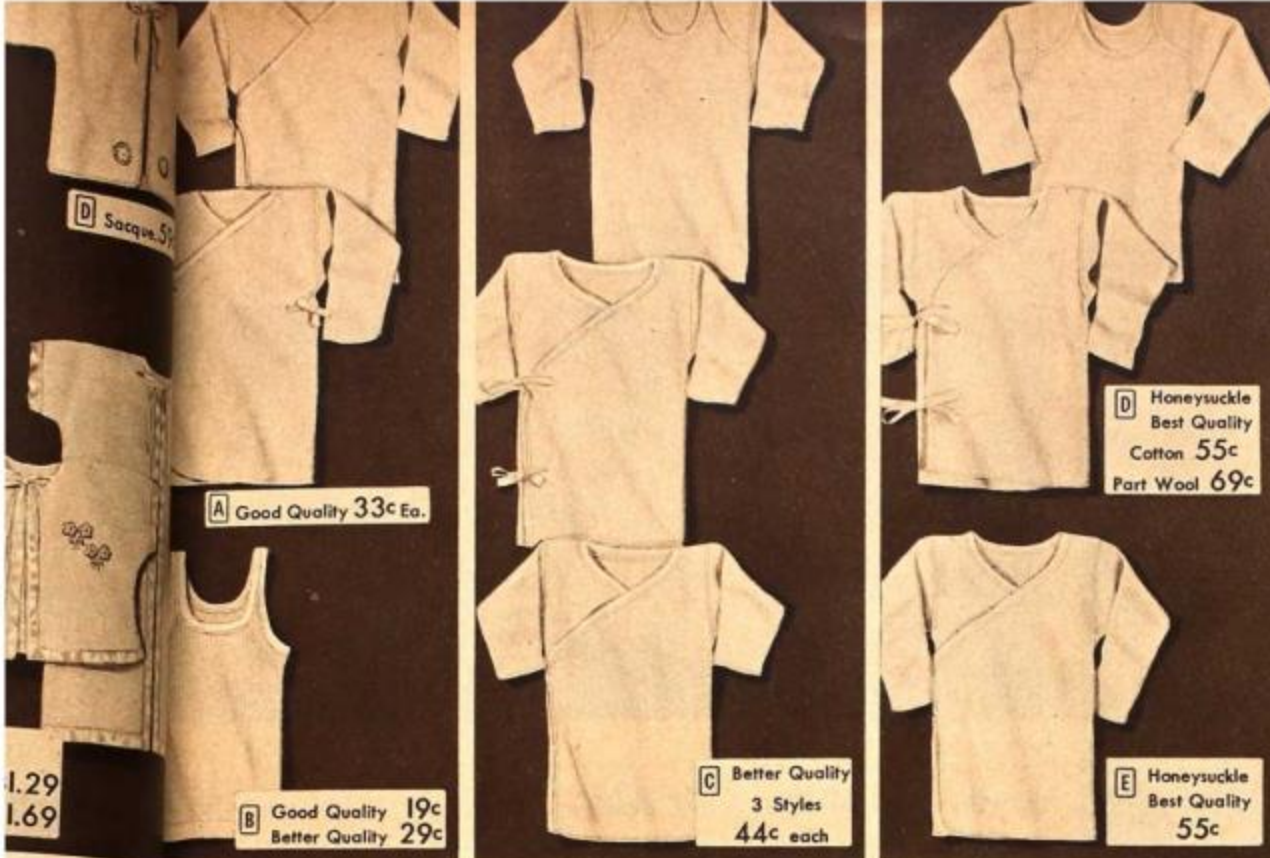
M Combination Pin-back, Tie-side Vest 59c

Specially designed, this fine vest combines all features of tie-side and pin-back styles. Tie side crosses over and gives double protection . . . band in back gives support, prevents shirt from riding up. Knit of fine quality combed cotton. Washable. (Pants not included.) Lengths 10, 11, 12, 14, 16 in. State length. Shipping wt. 3 oz. 29 K 5733—White. Long sleeves. . . . 59c 29 K 5734—White. Short sleeves. . . . 59c

N Two-piece Knit Underwear Suit 98c

Two-piece style, shirt and pants . . . firmly knit of fine quality combed cotton . . . soft, long-wearing. Specially constructed patented neck opening fits snug . . . slips on easily. Buttons are reinforced. Button-on pants have double fabric crotch; band front; elastic at back. Washable. Sizes 1, 2, 3, 4. State size. Shpg. wt. 6 oz. 29 K 5750—White. . . . 2 piece suit 98c Extra Training Panty only, for quick changes. 29 K 5751—White. Shpg. wt. 3 oz. . . . Each 49c

CPBKMN PAGE 43 . . . INFANTS' WEAR



DeLuxe Quality . . . nelettes are our light. Sanforized for shrinkage . . . for warmth and . . . on satin binding . . . nty applique trim . . . sily washable. . . e size, fits up to . . . pping weight each

Sacque . . . 5985M—Blue . . . 5986M—Pink . . . 5987M—Blue . . . 5988M—Pink

Wrapper . . . 5987M—Blue . . . 5988M—Pink

OUR GOOD QUALITY VESTS at economy prices are knit of sturdy, medium weight cotton yarns, strongly sewn for wear. Washable. Lengths 10, 11, 12, 14, 16 in. State length. Shpg. wt. each 2 oz.

Pin-back Style
29 K 5735—White. Long sleeves. 33c
29 K 5724—White. Short sleeves 33c

Tie-side Style
29 K 5722—White. Long sleeves. 33c
29 K 5723—White. Short sleeves 33c

Sleeveless Style, rib knit of soft, good quality combed cotton, medium weight. Hemmed all around. Washable. Lengths 10, 12, 14, 16 in. State length. Shpg. wt. each 2 oz.
29 K 5708—White. . . . 19c

OUR BETTER QUALITY VESTS are knit of combed cotton yarns . . . softer and more durable with a firm stitch that adds to their comfort and wearing qualities. Knit in a good medium weight. Each style is full cut, well made, neatly finished. Easily washable. Shpg. wt. each 3 oz.

Slip-on Style. Lengths 10, 11, 12, 14, 16 in. Please state length.
29 K 5747—White. Long sleeves. 44c
29 K 5748—White. Short sleeves 44c

Tie-side Style. Lengths 10, 11, 12, 14 in. Please state length.
29 K 5745—White. Long sleeves. 44c
29 K 5746—White. Short sleeves 44c

Pin-back Style. Lengths 10, 11, 12, 14 in. Please state length.
29 K 5743—White. Long sleeves. 44c
29 K 5744—White. Short sleeves 44c

OUR BEST QUALITY VESTS are heavier weight, warmer, longer wearing. Expertly made, fine details. Washable. Lengths 10, 11, 12, 14, 16 in. State length. Shpg. wt. each 3 oz.

Slip-on Style, soft combed cotton.
29 K 5731—White. Long sleeves. 55c
29 K 5732—White. Short sleeves 55c

Slip-on Style, warm winter weight (10% wool, 90% combed cotton).
29 K 5741—Cream. Long sleeves 69c
29 K 5729—White. Long sleeves. 55c
29 K 5730—White. Short sleeves 55c

Tie-side Style, warm winter weight (10% wool, 90% combed cotton).
29 K 5739—Cream. Long sleeves 69c

Pin-back Style, soft combed cotton.
29 K 5737—White. Long sleeves. 55c
29 K 5738—White. Short sleeves 55c

Quality fabric Stretch, fit and wear . . . knit into every vest and panty

THRIFT-PRICED Training Panty is knit of good quality cotton. Well made with double fabric crotch . . . and all around elastic at waist. Soft, durable and easily washable. Sizes 1, 2, 3, 4. Please state size. Shpg. wt. 2 oz.
29 K 5769—White. . . . 25c

KNIT TRAINING PANTY with deep double panel. Cotton is warmer and gives extra wear. Elastic at waist. Washable. Sizes 6 mos., 1, 2, 3, 4; Shpg. wt. 3 oz. State size.
29 K 5780—White. . . . 39c

RIBBED KNIT TRAINING PANTY matches vest above, 29K5700M. Well made, roomy cut for comfort. Comfortable yoke style front, elastic at back for snug fit. Double fabric crotch. Washable cotton. Sizes 1, 2, 3, 4. State size. Shpg. wt. 2 oz.
29 K 5779M—White. . . . 33c

DOUBLE FABRIC TRAINING PANTY in soft knit cotton. Very well made, has band front, elastic at back for fit. Washable. Sizes 6 mos., 1, 2, 3. State size. Shpg. wt. 3 oz.
29 K 5783—White. . . . 39c

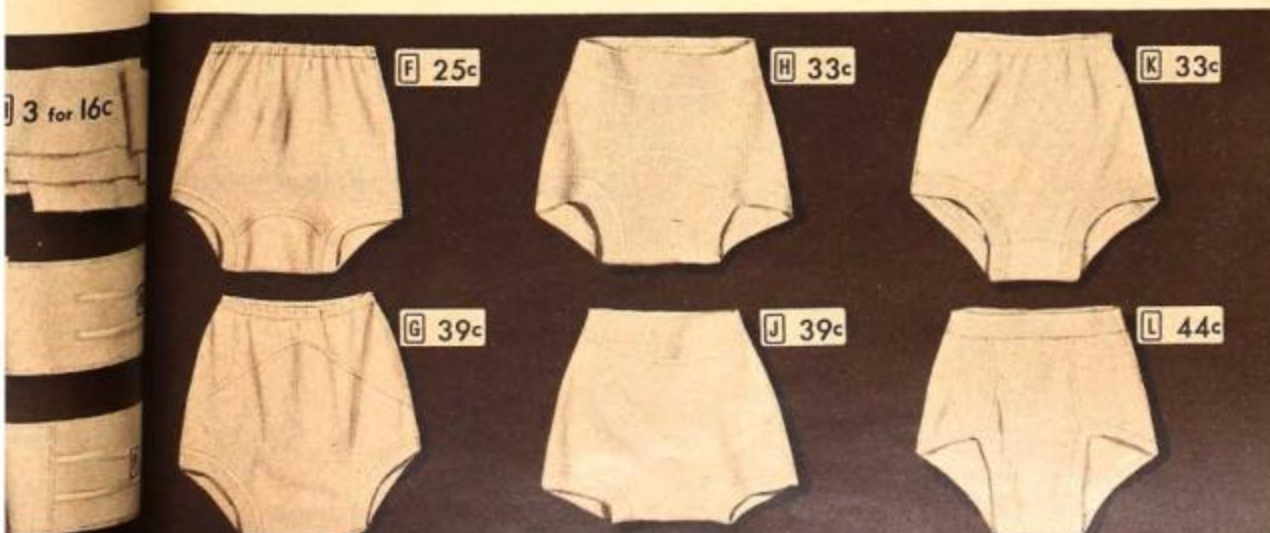
BABY GIRL'S DRESS-UP PANTY is knit of good quality, soft, lustrous rayon. Has all around elastic at waist for fine fit. Double fabric crotch for long wear. Easily washable. Sizes 1, 2, 3, 4. State size. Shipping weight 2 ounces.
29 K 5785—Tealrose (flesh pink). 33c

BABY BOY'S-STYLE Training Panty is fine fitting with fly front, wide elastic at top. In good quality knit cotton. Washable. Sizes 2, 3, 4. State size. Shpg. wt. 3 oz.
29 K 5774—White. . . . 44c

All baby's things available on Sears Easy Terms. See inside back cover for details.

Scale for Waterproof and Training Panties

Sizes	3 mos.	6 mos.	12 mos.	18 mos.	2	3	4
Weight is . . . up to	13	14-17	18-21	22-25	26-29	30-33	34-37 lbs.



HONEYSUCKLE INFANTS' WEAR



A Poplin "Ski-Master" \$6.98

1-pc. suit and hat in fine cotton poplin, water-repellent, wind-resistant, washfast. Zip front. Zip crotch, ankle to ankle. Flannelette lined. Washable. *One size*, fits up to 12 mos. Shpg. wt. 1 lb. 8 oz.
29 K 7028—Light blue.....\$6.98
29 K 7029—Dusty pink.....6.98

B Carriage Suit \$6.98

Velvety corduroy 1-pc. suit and hat, fully lined with warm flannelette. Closed hands, feet. Zip front, drawstring waist. Ankle to ankle zip crotch. Wash separately. *One size*, fits up to 12 mos. Shpg. wt. 1 lb. 8 oz.
29 K 7040—Light blue.....\$6.98
29 K 7041—Pink.....6.98



C Warm Bunting \$4.98

Snuggle baby in this warm bunting of fine quality cotton blanket cloth...made dainty with hand applied animals, ribbon trim. Has easy-on zipper front...roomy barrel bottom for baby's comfort. Rayon lined hood. Hand wash. *Infants' size only*. Shipping weight 1 lb. 14 oz.
29 K 7030—Light blue \$4.98
29 K 7031—Pink.....4.98

D 3-pc. Set \$1.98

All wool sweater set consists of embroidered sweater, cozy cap and pair of snug booties. Sweater buttons high for added warmth...has attractive knit-in design. Dainty ribbon trim on cap and booties. Economy priced. Hand wash. *One size*, fits up to 9 months. Shipping weight set 8 oz.
29 K 7759—Light blue.\$1.98
29 K 7760—Pink.....1.98

E 3-pc. Set \$2.98

Our finest 3-pc. set is knit of soft, fluffy all virgin wool yarns. Sweater has exquisite hand embroidery and prettily knit-in design. A dainty touch of angora trim on every piece. Rayon satin ribbon on snug-fitting hat and booties. Hand wash. *One size*, fits up to 9 months. Shipping wt. set 8 oz.
29 K 7750—Light blue.\$2.98
29 K 7751—Pink.....2.98

Sears has everything for baby's comfort . . Outdoor Suits, All Wool Knitwear

F KNIT ALL WOOL WRAPPER, cut long, for top to toe warmth. Novelty design; ribbon trim. Hand wash. *One size*, fits up to 9 months. Shpg. wt. 5 oz.
29 K 7775—Light blue.....\$1.79
29 K 7776—Pink.....1.79

G ALL WOOL COAT SWEATER, has snug crew neck. Attractive knit-in design and snowy white trim. Hand wash. *One size*, fits up to 9 mos. Shpg. wt. 5 oz.
29 K 7702—Light blue.....\$1.49
29 K 7703—Pink.....1.49

H HAND EMBROIDERED rosebuds, on this lovely all wool sweater. Novelty design; contrasting trim. Hand wash. *One size*, fits up to 9 mos. Shpg. wt. 5 oz.
29 K 7704—Light blue.....\$1.98
29 K 7705—Pink.....1.98

J OUR FINEST ALL WOOL SHAWL knit of soft, zephyr wool yarns. Hand knotted fringe. Hand wash. Size 44x48 in. Shipping weight 10 ounces.
29 K 7549—Lt. blue 29 K 7550—Pink
29 K 7551—White Each.....\$2.98

K HEAVY ALL WOOL KNIT PANTY, soft, absorbent, warm. Slips on easily over diaper. Hand wash. *One size*, fits up to 18 mos. Shpg. wt. 4 oz.
29 K 7528—White 29 K 7529—Pink
29 K 7530—Lt. blue Each.....89c

L SNUG-FITTING ALL WOOL BOOTEES, closely knit for warmth. Dainty white trim. Hand wash. *One size*, fits up to 4 mos. Shpg. wt. pr. 6 oz.
29 K 7531—Light blue.....Pair 39c
29 K 7532—Pink.....Pair 39c

M ALL WOOL MOCCASINS keep baby's feet comfy and warm. White trim. Hand wash. *One size*, fits up to 4 mos. Shipping weight pair 3 ounces.
29 K 7533—Light blue.....Pair 39c
29 K 7534—Pink.....Pair 39c

N ALL WOOL SHAWL knit of good quality yarns. In novelty pattern. Medium weight with fringe edge. Hand wash. Size 38x48 in. Shpg. wt. 8 oz.
29 K 7546—Lt. blue 29 K 7547—Pink
29 K 7548—White Each.....\$1.98

All Children's Wear is available on Sears Easy Terms if order totals \$10 or more. See inside back cover for complete details



KEYSUCKLE
THE RIGHT WAY
TO SAY
KID'S WEAR
ACCESSORIES



A 98c



B \$1.19



C \$1.19



D \$1.29



E \$1.29



F \$1.39

Choose Sears soft sole "First Shoes" for baby . . . accurately sized in fine leathers

A THRIFT PRICED BLUCHER STYLE. It's a low price for this good-looking little shoe. In soft, supple leather with cushioned soles . . . a comfy style for baby's first shoes. Sizes 0, 1, 2, 3, 4. State size. Shipping weight pair 6 oz. 29 K 5837—White. Pair 98c

B PRICE REDUCED TO \$1.19 a pair. Comfortable bluchers, shaped for roominess and good fit. Dainty perforated vamp. Full cut instep, cushioned soles. Sturdy, supple leather. Sizes 0, 1, 2, 3, 4. State size. Shipping weight pair 6 oz. 29 K 5815—White. Pair \$1.19

C MORE SAVINGS FOR YOU . . . Now \$1.19 pr. Easy-on-and-off, they open all the way down to toe. Superbly comfortable, in better quality leather, perforated, with cunning scallop trim. Sizes 0, 1, 2, 3, 4. State size. Shipping weight pair 6 oz. 29 K 5816—White. Pair \$1.19

D ELK-TANNED LEATHER Moccasin-type shoe designed for comfort with one-piece vamp and tongue. Seam at instep. Extra toe room. Reinforced heel; sturdy, supple soles. Sizes 0, 1, 2, 3, 4; size scale below. State size. Shipping weight pair 6 ounces. 29 K 5833—White. Pair \$1.29

E ELK-TANNED LEATHER BLUCHER STYLE. Comfort for baby's growing feet. Styled with roomy toe width . . . full instep construction. Soft, supple elk leather. Sizes 0, 1, 2, 3; see size scale below. Please state size. Shipping weight pair 6 oz. 29 K 5811—White. Pair \$1.29

F LUXURIOUS-LOOKING DRESSY BOOTIES are fur-trimmed for carriage or christenings . . . ideal gift. Soft leather with quilted rayon satin uppers. Bunny fur cuffs for beauty, warmth. Sizes 0, 1, 2, 3, 4. State size. Shipping weight pair 7 oz. 29 K 5819—White. Pair \$1.39

Determine footwear size this way: Using ruler, measure bare foot from back of heel to tip of toe. If between sizes, order next larger size.

Order size: 0 1 2 3 4 5 6 7 8
If foot length is: 3 1/2 or less 3 3/4 4 1/4 4 1/2 4 3/4 5 1/4 5 1/2 5 3/4 6 1/4 in.

Creepers with sturdier construction give excellent support, encourage walking

G THRIFT PRICED CREEPER. Constructed with a turned-under sole for longer wear and for non-slip added safety. In soft, sturdy leather. Sizes 1, 2, 3, 4; see size scale above. Please state size. Shipping weight pair 6 ounces. 29 K 5832—White. Pair \$1.19

H PERFORATED VAMP BLUCHER. A durable and long-wearing creeper with pliable leather uppers that withstand lots of scuffing and wear. Sturdy, supple leather soles. Sizes 1, 2, 3, 4. State size. Shipping weight pair 7 oz. 29 K 5821—White. Pair \$1.29

J ROOMY MOCCASIN TOE CREEPER in soft, washable, pliable elk-tanned leather that gives good support. Turned-under leather soles won't pull loose. Stand lots of wear. Sizes 1, 2, 3, 4. State size. Shipping weight pair 7 oz. 29 K 5834—White. Pair \$1.39

K WHITE "CHUBBY" STYLE . . . in fine elk-tanned leather. Constructed on a rounder, fuller last . . . gives comfort for babies with chubby ankles. Turned-under sole for wear and non-slip safety. Sizes 1, 2, 3, 4. State size. Shipping weight pair 7 oz. 29 K 5831—White. Pair \$1.59

L WASHABLE ELK-TANNED LEATHER in a very well made comfortable blucher style. Has plain toe . . . non-slip leather creeper sole. Soft, sturdy, long-wearing. Easily washable. Sizes 1, 2, 3, 4. State size. Shipping weight pair 7 oz. 29 K 5824—White. Pair \$1.95

M OUR FINEST SHOE for babies old enough to creep and take their first steps. Made of finest washable elk leather with a firmer leather non-slip sole. An excellent shoe for foot support. Sizes 1, 2, 3, 4, 5. State size. Shipping weight pair 7 oz. 29 K 5841—White. Pair \$2.49



G \$1.19



H \$1.29



J \$1.39



K \$1.59



L \$1.95



M \$2.49



AA Lightweight 37c

BB Mediumweight 55c

CC Heavyweight 79c



DD Pepperell 49c
27x36 in.

EE Pepperell 59c
30x40 in.

FF Pepperell Jacquard 89c

GG Our Best 98c 36-in. square



HH Sheet Blanket 65c
35x50 in.

JJ Crib Sheet 98c
36x54 in.

KK Pillow Case 35c

LL Pillow Case 59c

Sears values . . Receiving Blankets, Sheets, Pillow Cases

AA LIGHTWEIGHT receiving blanket in serviceable good quality cotton. Handy size. Washable. Size 26x34 inches. Shpg. wt. 6 oz. 29 K 5300—Blue plaid . . . 37c 29 K 5301—Pink plaid . . . 37c

BB MEDIUMWEIGHT receiving blanket in good quality cotton. Washable. Size 30x40 in. Shpg. wt. 7 oz. 29 K 5302—Pink . . . 55c 29 K 5303—Lt. blue . . . 55c 29 K 5304—White . . . 55c

CC HONEYSUCKLE cotton receiving blanket is heavyweight, soft, closely woven for extra warmth. Assorted designs. Washable. Size 30x40 in. Shpg. wt. 8 oz. 29 K 5375—White ground 79c

DD GOOD QUALITY PEPPERELL receiving blanket. Soft, mediumweight cotton in serviceable quality. Washable. Size 27x36 in. Shpg. wt. 8 oz. 29 K 5346—Lt. blue 29 K 5347—Pink 29 K 5315—White Each . . . 49c

EE BETTER QUALITY PEPPERELL receiving blanket. Soft, mediumweight cotton. Stitched ends. Washable. Size 30x40 in. Shpg. wt. 9 oz. 29 K 5322—Lt. Blue 29 K 5323—Pink 29 K 5324—White Each . . . 59c

FF BEST QUALITY PEPPERELL jacquard receiving blanket, of heavier cotton. Stitched ends. Assorted patterns. Washable. Size 30x40 in. Shpg. wt. 12 oz. 29 K 5348—Lt. blue 29 K 5349—Pink Each . . . 89c

GG OUR FINEST COTTON receiving blanket, soft, durable jacquard designs. Ideal size to use as wrapping blanket. Stitched ends. Washable. Size 36x36 in. Shpg. wt. 11 oz. 29 K 5297—Blue . 98c 29 K 5298—Pink . 98c

HH COTTON SHEET BLANKETS, firmly woven, softly napped. Use as bath blankets or bed sheets for added warmth. Two sizes. Washable. White. 29 K 5305—35x50 in. Shpg. wt. 7 oz. . 65c 29 K 5306—42x70 in. Shpg. wt. 10 oz. \$1.08

JJ CRIB SHEETS in fine quality muslin, 140 threads to the square inch, tightly woven. Hemmed. Sizes before hemming. Washable. 29 K 5401—36x54 in. Shpg. wt. 7 oz. . 98c 29 K 5402—42x72 in. Shpg. wt. 12 oz. \$1.49

KK PILLOW CASE of fine quality muslin, 140 threads to the square inch. Washable. Neatly hemmed. Can be used in crib or carriage. Thrifty for everyday. Size 28x21 in. before hemming. Shpg. wt. 3 oz. 29 K 5403—White. 35c

LL EMBROIDERED PILLOW CASE to dress up baby's crib or carriage. In fine quality cotton, daintily hemstitched. Thriftily priced. Easily washable. Size 28x21 in. before hemming. Shpg. wt. 3 ounces. 29 K 5406—White. 59c

Pretty for Crib, Carriage

A LOVELY CHENILLE CRIB SPREAD . . . in pretty floral design. Sturdy sheeting generously covered with soft cotton chenille . . . easy to keep fresh . . . washable, needs no ironing. Size about 40x60 inches. Shipping weight 1 lb. 4 oz. 29 K 5288—Pink . . . \$2.79 29 K 5287—Lt. blue . . . \$2.79

B OUR FINEST CHENILLE SPREAD is softer, more thickly tufted with fluffy cotton chenille . . . in attractive waffle pattern. The cotton backing is sturdy, long-wearing. Washable. Size abt. 40x60 in. Shpg. wt. 1 lb. 10 oz. 29 K 5289—Lt. blue . . . \$3.79 29 K 5290—Pink . . . \$3.79

C RAYON SATIN COMFORTER AND PILLOW SET is rich-looking. Comforter filling, 100% new wool; warm, comfortable. Pillow filling, 5% wool, 95% long staple cotton. Comforter size abt. 34x46 in. Shpg. wt. Set 2 lbs. 6 oz. 29 K 5384—Pink and light blue reversible . . . \$6.39

D COTTON CRIB BLANKET, with neatly stitched edges. Well napped for extra softness. In assorted jacquard patterns. Washable. Size 36x50 in. Shpg. wt. 1 lb. 29 K 5308—Pink . . . \$1.19 29 K 5307—Light blue . \$1.19

E PEPPERELL CRIB BLANKET . . . medium weight cotton, serviceable quality. Assorted patterns. 3-inch rayon satin binding. Washable. Size 36x50 in. Shpg. wt. 1 lb. 8 oz. 29 K 5316—Light blue \$1.98 29 K 5317—Pink . . . \$1.98

F COTTON CRIB BLANKET . . . extra wide for tucking in. Nursery prints on white background on one side, all white on other. 3-inch rayon satin binding. Washable. Size about 38 x 50 inches. Shipping weight 1 lb. 11 oz. 29 K 5380—Pink . . . \$2.39 29 K 5381—Light blue \$2.39

G HEAVIER WEIGHT PEPPERELL COTTON jacquard blanket . . . closely woven. 3-inch rayon satin binding. Assorted prints. Washable. Size 36x50 in. Shipping weight 2 lbs. 29 K 5325—Light blue \$2.59 29 K 5326—Pink . . . \$2.59

H OUR FINEST COTTON JACQUARD CRIB BLANKET is double woven, warm, durable and long-wearing. Woven-in designs. Wide rayon satin binding. Washable. Size 36x50 in. Shipping weight 1 pound 14 ounces. 29 K 5312—Pink . . . \$2.79 29 K 5311—Light blue . \$2.79

J WARMER 25% WOOL, 25% RAYON, 50% COTTON CRIB Blanket in two sizes. Wider rayon satin binding. Washable. Size 36x50 in. Shpg. wt. 1 lb. 8 oz. 29 K 5395—Light blue . \$2.79 29 K 5396—Pink . . . 2.79 29 K 5397—White . . . 2.79 Size 40x60 in. Shpg. wt. 2 lbs. 29 K 5280—Light blue . \$3.99 29 K 5281—Pink . . . 3.99 29 K 5282—White . . . 3.99

K 100% WOOL BLANKET, our finest and warmest crib blanket. Firmly woven of fine quality all wool yarns . . . soft, fluffy, superbly comfortable. Luxurious rayon satin binding. Ideal gift. Washable. Choice of two sizes. Size 36x50 in. 5-inch binding. Shpg. wt. 2 lbs. 2 oz. 29 K 5385—Pink . . . \$4.29 29 K 5386—Light blue . \$4.29 Size 42x60 in. 4-inch binding. Shpg. wt. 2 lbs. 4 oz. 29 K 5283—Light blue \$5.98 29 K 5284—Pink . . . \$5.98

L NEW 100% VIRGIN WOOL CRIB BLANKET is superbly lovely. Ideally suited for crib or carriage. Soft as down in attractive basket weave . . . has luxurious 6-inch rayon satin binding. Perfect gift for a hard-to-please mother. Washable. Size 36x50 in. Shipping weight 1 pound 4 ounces. 29 K 5285—Light blue \$5.79 29 K 5286—Pink . . . \$5.79

M NEW 100% WOOL "PRAM RUG" . . . something lovely for baby's carriage or stroller. Woven of finest virgin wool yarns with hand knotted fringe. A "must" for the baby that goes a-visiting. Size abt. 37x57 in. Shpg. wt. 15 lb. 29 K 5296—Multi-color plaid on navy blue ground . . . \$2.99

N TWO-PIECE CORDUROY CARRIAGE SET consists of pillow case and carriage cover. Exquisitely lovely in fine quality wide wale corduroy with lustrous rayon stitching. Has rich rayon satin binding and a big rayon satin bow for added beauty. Size of pillow top, 13x17 in.; size of carriage cover abt. 27x31 in. Shpg. wt. set 1 lb. 29 K 5292—Pink . . . \$3.98 29 K 5291—Light blue . \$3.98

P TWO-PIECE QUILTED RAYON SATIN CARRIAGE SET is dress-up beauty for baby. Lovely and rich-looking . . . soft, warm. Filled with new cotton wadding. Size cover, abt. 26x31 in.; pillow top, 13x17 in. Shpg. wt. set 1 lb. 1 oz. 29 K 5293—Light blue 29 K 5294—Pink 29 K 5295—White Each set . . . \$3.98

R CRIB OR CARRIAGE PILLOW covered with gay nursery print cotton in bright assorted patterns. Filled with clean white cotton. Size 12x16 in. Shipping weight 1 lb. 29 K 5474—Light blue . 59c 29 K 5473—Pink . . . 59c

S SATEN COVERED CRIB PILLOW is reversible. Filled with soft, new kapok. Size 12x16 in. Shpg. wt. 14 oz. 29 K 5476—Pink and light blue reversible . . . 79c

T OUR FINEST BABY PILLOW is covered with lustrous rayon satin . . . quilted on one side, plain on the other. Filled with new kapok. Size 12x16 in. Shpg. wt. 14 oz. 29 K 5404—Light blue \$1.98 29 K 5405—Pink . . . \$1.98

V PILLOW COVER in fine quality sheer cotton for baby's bed or carriage. Dainty embroidery in lovely assorted designs. Washable. Size 13x17 in. Shpg. wt. 3 oz. 29 K 5472—Pink 29 K 5470—White Each . . . \$1.35

W "DUCKY" BLANKET CLIPS keep baby completely covered. Adorable design, sanitary, they're packaged in accurate box, suitable for trinkets. One size only. Shpg. wt. 29 K 5272—Pink 29 K 5271—Light blue Each . . . 89c

Crib, Car

Sears Big Assortment of Lovely Things for Baby

HONEYSUCKLE
INFANTS' GOODS

RIB SPREAD... is generously covered... keep fresh... washing... inches. Shipping weight... 29 K 5287—Light

LE SPREAD is soft... on chenille... is sturdy, long... shpg. wt. 1 lb. 10 oz. 29 K 5290—Pink

ETER AND PILLOW SET... 100% new wool... 50% wool, 95% long... in. Shpg. wt. Set 2... blue reversible...

T, with neatly stitched... In assorted jacquard... shpg. wt. 1 lb. 10 oz. 29 K 5307—Light

QUCKET... medium... sorted patterns... 36x50 in. Shpg. wt. 29 K 5317—Pink

T... extra wide... white background on... on satin binding. Wash... ping weight 1 lb. 10 oz. 29 K 5381—Light

ERELL COTTON jacquard... ch rayon satin binding... 50 in. Shipping weight... 29 K 5326—Pink

QUARD CRIB BLANKET... and long-wearing... Washable. Shipping weight... 29 K 5311—Light

5% Rayon, 50% Cotton... rayon satin binding... Size 48x60... Shpg. wt. 2 lbs. 29 K 5280—Light

our finest and... fine quality all... comfortable. Luxurious... Choice of two... Shpg. wt. 2 lbs. 29 K 5281—Pink

Shpg. wt. 2 lbs. 4 oz. 29 K 5284—Pink

CRIB BLANKET... for crib or carriage. Set... has luxurious... hard-to-please... weight 1 pound... 29 K 5286—Pink

RUG... something... Woven of finest... A "must" for... 37x57 in. Shpg. wt. 2 lbs. 29 K 5291—Light

ARRIAGE SET consists... exquisitely lovely... in... rayon satin bow... 17 in.; size of... 29 K 5294—Pink

ON SATIN CARRIAGE... Lovely and rich... ton wedding. Size... n. Shpg. wt. set 1 lb. 29 K 5294—Pink

Each set...

y covered with... sorted patterns... in. Shipping weight... 29 K 5473—Pink

ILLOW is reversible... 12x16 in. Shpg. wt. 29 K 5405—Pink

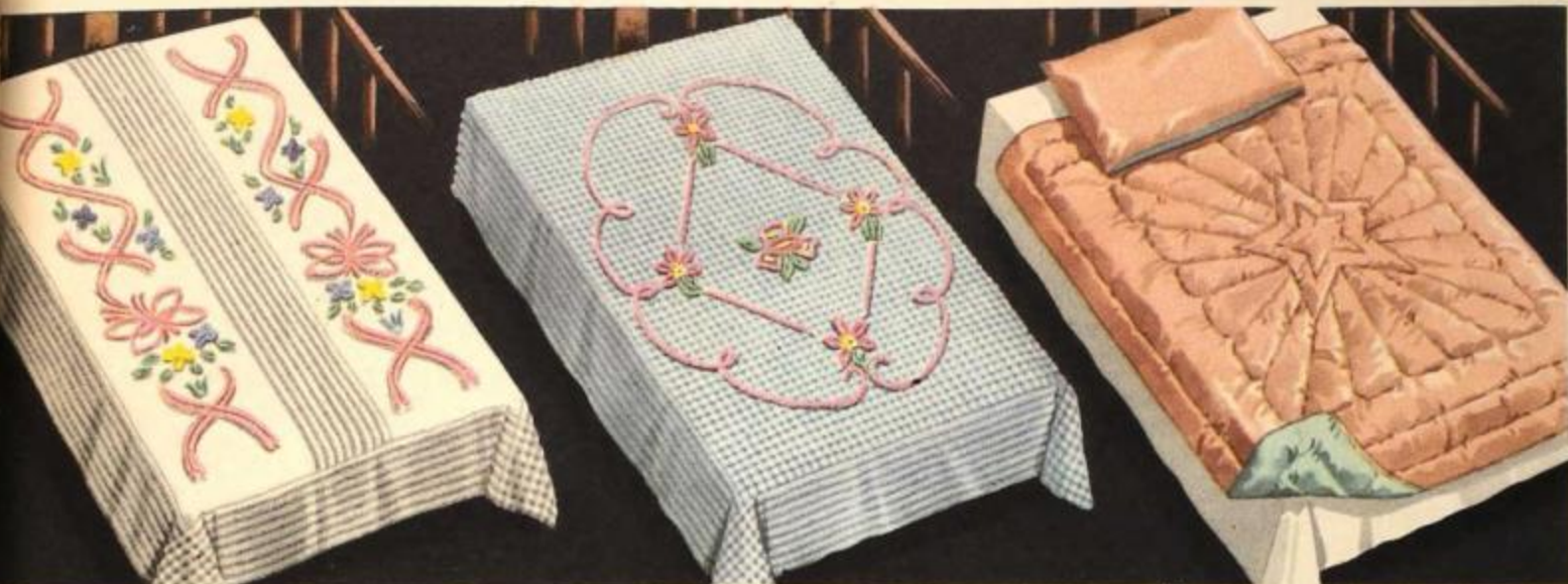
s covered with... e side, plain on... 2x16 in. Shpg. wt. 29 K 5405—Pink

ity sheer cotton... broderie in lovely... n. Shpg. wt. 3 oz. 29 K 5471—Light

Each...

keep baby comfort... y, they're packag... e size only. Shpg. wt. 29 K 5271—Light

Each... back cover for...



A Chenille Spread \$2.79

B Chenille Spread \$3.79

C Rayon Satin Set \$6.98



D Cotton Blanket \$1.19

E Pepperell Cotton \$1.98

F Heavier Cotton \$2.39

G Heavier Pepperell \$2.59



H \$2.79
Double Woven Cotton

J \$2.79 36x50 in.
25% Wool

K \$4.29 36x50 in.
100% Wool

L \$5.79
100% Wool... For Double Use



M \$5.98
100% Wool "Prom Rug"

N \$3.98
Corduroy Carriage Set

P \$4.98
Rayon Satin Carriage Set

Pillow Cover
V \$1.35

W 89c



INFANTS' GOODS

Colorful, water-resistant BUNNY BEAR Pads



A \$3.69
Play Yard Pad

B \$1.49
High Chair Pad



C \$4.49
Play Pen Pad

D \$2.19
High Chair Pad



E \$6.69
"No-Draft" Play Yard Pad



F "No-Bangs" Crib Pads \$2.49

G "No-Draft" Crib Shields \$3.98



H Basket Lining \$1.98

J Basket Lining with Pad \$3.59



K Basket Pad \$1.49

L Hinged Carriage Pad \$2.79



N \$1.09
Walker Pad

P 79c
Toilet Seat Pad with Back

R 49c
Toilet Seat Pad Without Back

M Pad, Belt, Bib \$2.49 Set

Comfy Baby Pads

Description of merchandise on opposite page

A WATER RESISTANT PLAY YARD PAD. Nursery print percale, reversible. Double quilting gives footing for baby... keeps cotton felt filling in place. Reinforced corners. Tape ties. Matches chair pad. Clean with damp cloth. Size about 40x40 inches. Shpg. wt. 3 lbs. 6 oz. 29K5521M—Pink \$3.69 29K5520M—Lt. blue \$3.69

B HIGH-CHAIR PAD keeps baby comfy while he eats. Bright and pretty, too, it's covered with nursery print cotton, water-resistant, cleans with damp cloth. Softly tufted back, sides and seat; cotton filled. Covers chair. Matches play yard pad. Shpg. wt. 2 lbs. 9 oz. 29K5595M—Lt. blue \$1.49 29K5596M—Pink \$1.49

C "A B C" DESIGN PLAY PEN PAD... wonderfully comfortable, helps teach baby his "A B C's." Matches chair pad described below. Has water-resistant cotton cover, cleans easily with damp cloth. Reversible. Cotton felt filled. Size abt. 40x40 inches. Shipping wt. 3 lbs. 6 oz. 29 K 5493M—Light blue 29 K 5494M—Pink 29 K 5495M—Bright red Each.....\$4.49

D "A B C" DESIGN HI-CHAIR PAD... matches play pen pad. Keeps baby amused... and supremely comfortable because it's filled with 65% cotton felt, 35% foam rubber for added softness. Water-resistant cotton cover cleans with damp cloth. Shpg. w. 2 lbs. 10 oz. 29 K 5496M—Pink 29 K 5497M—Lt. blue 29 K 5498M—Bright red Each.....\$2.19

E "NO-DRAFT" PLAY PEN PAD for indoors or outdoors. Keeps baby's toys in, dust out, drafts away. Assorted nursery prints. Water-resistant cotton... cleans with damp cloth... thick cotton felt padding, quilted for safety. Covers bottom and four sides of play pen. Tape ties. Size 40x40 in. Shpg. wt. 5 lbs. 29K5525—Pink \$6.69 29K5524—Lt. blue \$6.69

F 3-PIECE "NO BANGS" CRIB SET... keeps baby safe, warm when he sleeps. Protects him from bumps, drafts. Ties securely to crib. Cotton felt filled covered with water-repellent cotton. Reversible. Clean with damp cloth. Shipping weight 3 pounds 6 ounces. 29K5500—Lt. blue \$2.49 29K5501—Pink \$2.49

G QUILTED COTTON CREPE CRIB SHIELDS, keeps out drafts... soft and comfy when baby rolls. They fit both sides of crib, held by tape ties. Cotton felt filled. Washable. Shpg. wt. 14 oz. 29K5454—Pink \$3.98 29K5453—Lt. blue \$3.98

H RUFFLED BASKET LINING of soft, cotton crinkle crepe... dresses up baby's basket. Easy to keep spotlessly clean. (Pad not included.) Washable, needs no ironing. Shpg. wt. 6 oz. 29K5451—Pink \$1.98 29K5452—Lt. blue \$1.98

J COTTON CRINKLE CREPE BASKET SET, includes lining and removable pad... keeps baby's basket fresh, spic-and-span. Washable, no ironing. Pad size 13x27 in. Shpg. wt. 2 lbs. 6 oz. 29 K 5455—Floral design on white.....\$3.59

K BASKET PAD... cotton felt filled, water resistant cover, asstd. cotton prints. Cleans with damp cloth. Size 13x27 in. Shpg. wt. 2 lbs. 29K05490—Pink \$1.49 29K05491—Lt. blue \$1.49 CARRIAGE PAD (not shown), 15x30 in. Wt. 5 lbs. 29K05488—Pink \$1.79 29K05489—Lt. blue \$1.79

L HINGED CARRIAGE PAD... can be used in stroller, as a prop-up pillow, or in full-sized carriage. Cotton felt filled, covered with water-resistant cotton in assorted nursery designs. Clean with damp cloth. Size 16x34 inches. Shipping weight 4 lbs. 6 oz. 29K5486—Med. blue \$2.79 29K5487—Pink \$2.79

M THE "DO-ALL" 3-Pc. HIGH CHAIR PADS... a big favorite... the thickly quilted barrel back and wing sides keep baby comfy... a safety belt holds him in place, crumb catcher bib keeps him clean. Water-resistant cotton; cleans with damp cloth. Pad filled with 65% cotton felt, 35% foam rubber. Shpg. wt. 2 lbs. 9 oz. 29 K 5485—Bright red 29 K 5449 Light blue 29 K 5450—Pink Each set.....\$2.49

N WALKER PAD... a new comfort accessory for baby... gives him comfortable seating and back rest many hours of the day. Tufted and shaped to fit walker, tape ties hold it securely. Cotton felt padding, water-resistant cotton cover. Clean with damp cloth. Shpg. wt. 14 oz. 29 K 5568—Light blue nursery print.....\$1.09

TOILET SEAT PADS... cotton felt filled; water-resistant percale. Ties to seat. Assorted nursery prints.

P With back rest. Shipping weight 11 oz. 29K5535—Pink 79c 29K5534—Med. blue 79c

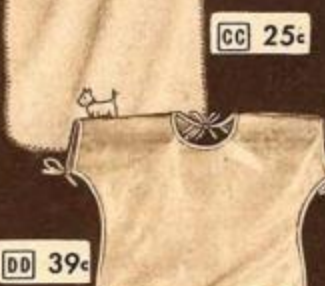
R Without back rest. Shipping weight 9 oz. 29K5587—Med. blue 49c 29K5588—Pink 49c



AA 3 for 29c



BB 19c



CC 25c



DD 39c

EE \$1.69 set



FF Towel 59c 18x30 in.



GG Towel 49c 18x27 in.



HH 78c



JJ 89c



KK 89c



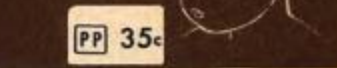
LL Reins 59c



MM Mask 19c



NN 45c



PP 35c

Everything a Baby needs for everyday comfort

AA PRINTED FLANNELETTE BIB in pretty assorted floral designs. Double faced... soft, colorful, washable. Sold in set of 3. Size 7x8 in. Shipping weight 3 oz. 29 K 5230—Prints.....3 for 29c

BB PLASTIC CRUMB CATCHER Bib of transparent plastic... strong, durable. Waterproof, sanitary. Hand wash in warm water. Size 11x5x8 in. Shpg. wt. 3 oz. 29 K 5223—Pink.....19c 29 K 5224—Light blue.....19c

CC COLORFUL APPLIQUE BIB in white cotton terry cloth. Contrasting shell edge trim; tape ties. Washable. Size 10x12 in. Shipping weight 3 ounces. 29 K 5228—Light blue trim.....25c 29 K 5229—Pink trim.....25c

DD LARGER CRUMB-CATCHER Bib gives baby more protection. Shaped at top like a dress, tape ties at arms to keep bib from slipping. Made of strong film plastic. Waterproof; hand wash. Size 17x14 in. Shpg. wt. 3 oz. 29 K 5203—Light blue.....39c 29 K 5204—Pink.....39c

EE WOVEN TERRY CLOTH BATH SET of white tufted cotton. Shell stitch trim. 4-pc., consists of bib, size 10x10 in., towel, size 27x30 in., 2 washcloths, size 10x10 in. Shipping weight set 10 oz. 29 K 5267—Blue trim...Set \$1.69 29 K 5268—Pink trim...Set 1.69

FF COTTON TERRY CLOTH TOWELS and washcloths. White; absorbent; shell stitch trim. Towel 18x30 in. Shipping wt. 5 oz. 29 K 5255—Blue trim.....59c 29 K 5256—Pink trim.....59c

Towel 24x36 in. Shipping wt 8 oz. 29 K 5257—Blue trim.....98c 29 K 5258—Pink trim.....98c Towel 36x36 in. Shpg. wt. 10 oz. 29 K 5259—Blue trim.....\$1.39 29 K 5260—Pink trim.....1.39 Washcloths. 9x9 in. Shpg. wt. 3 oz. 29 K 5247—Blue trim...2 for 25c 29 K 5248—Pink trim...2 for 25c

GG KNIT COTTON TOWELS, BATH BLANKET, WASH-CLOTHS, shell stitch trim. White. Towel. 18x27 in. Shpg. wt. 4 oz. 29 K 5235—Blue trim.....49c 29 K 5236—Pink trim.....49c Towel. 20x40 in. Shpg. wt. 5 oz. 29 K 5237—Blue trim.....79c 29 K 5238—Pink trim.....79c Bath Blanket. 26x40 in. Wt. 7 oz. 29 K 5239—Blue trim.....98c 29 K 5240—Pink trim.....98c Washcloths. 9x9 in. Shpg. wt. 3 oz. 29 K 5233—Blue trim...2 for 25c 29 K 5234—Pink trim...2 for 25c

HH PLASTIC BATH AND KITCHEN apron, convenient for mothers to wear when bathing baby and for all household chores. Of strong, durable plastic. Has form-fitting waistline. Hand wash. Size 35x28 in. Shpg. wt. 6 oz. 29 K 5128—Clear white.....78c

JJ LEATHER SAFETY STRAP with leader... good quality leather. One size. Shpg. wt. 11 oz. 29 K 5269—Light tan.....89c

Finer Quality Leather safety strap with leader sturdy and long lasting. One size. Shpg. wt. 11 oz. 29 K 5265—Light tan.....\$1.39

KK COTTON WEB SAFETY HARNESS with leader strap. Strong, wears well. One size. Wt. 8 oz. 29 K 5273—Blue.....89c 29 K 5274—Pink.....89c

LL COTTON WEB PLAY REINS, sturdy and practical. One size. Shipping weight 7 ounces. 29 K 5278—Blue.....59c 29 K 5279—Pink.....59c

MM GAUZE NURSERY MASK, sanitary, adjustable, comfortable. Double-faced flannel filter helps check spread of bacteria. Tape ties. Washable. Wt. 2 oz. 29 K 5275—White.....19c

NN BABY'S EAR CONFORMER, trains baby's ears to lie flat. Made of fine imported English cotton net. Embroidered eyelets with laces in back for adjustable fit. Small, medium, large. State size. Washable. Shpg. wt. 1 oz. 29 K 5276—White.....45c

PP PLASTIC SHAMPOO GUARD keeps soap, water out of baby's eyes; rubber stripping fits any head size. Hand wash. Wt. 2 oz. 29 K 5277—Opaque white.....35c

Remember, baby things can be bought on Sears Easy Terms. See inside back cover for details

CPB: PAGE 49 . . INFANTS' GOODS

NY BEAR

4" Crib Shields \$3.98

with Pad \$3.59

ge Pad \$2.79

\$1.09

iker Pad

2c

Without Back



A KLEINERT'S PATENTED QUILTED PADS. A pneumatic rubber crib sheet that gives baby the comfort of sleeping on a cloud. Has wonderful resiliency, it is hand washable, dries in a jiffy. In flesh color.
29K5456-18x18 in. Shpg. wt. 9 oz. .57c
29K5457-18x27 in. Shpg. wt. 11 oz. .73c
29K5458-27x36 in. Shpg. wt. 1lb.3oz. \$1.39

B CLEAR WHITE PLASTIC Crib Sheets are light and supple... keep baby's mattress clean and dry. They are absolutely waterproof. Have metal eyelets for tape ties to hold securely to crib. Hand wash with sudsy cloth.
29K5553-18x27 in. Shpg. wt. 3 oz. .34c
29K5554-27x36 in. Shpg. wt. 6 oz. .59c
29K5555-36x45 in. Shpg. wt. 10 oz. \$1.05
29K5556-36x54 in. Shpg. wt. 15 oz. 1.19

C 2-PLY SYNTHETIC RUBBER Crib Sheets, waterproof. Washable. White.
29K5570-18x18 in. Shpg. wt. 5 oz. .27c
29K5571-18x27 in. Shpg. wt. 8 oz. .37c
29K5572-27x36 in. Shpg. wt. 14 oz. .73c
29K5569-36x45 in. Shpg. wt. 1lb.2oz. \$1.12
29K5573-36x54 in. Shpg. wt. 1lb.6oz. 1.37

D RUBBER COATED Cotton Sheets. White. Boilable.
29K5559-18x18 in. Shpg. wt. 4 oz. .33c
29K5560-18x27 in. Shpg. wt. 6 oz. .48c
29K5561-27x36 in. Shpg. wt. 12 oz. .91c
29K5562-36x45 in. Shpg. wt. 1lb.4 oz. \$1.47
29K5563-36x54 in. Shpg. wt. 1lb.8 oz. 1.79

E SYNTHETIC RUBBER COATED Flannelette Sheets. Don't boil. White.
29K5564-18x18 in. Shpg. wt. 4 oz. .31c
29K5565-18x27 in. Shpg. wt. 6 oz. .47c
29K5566-27x36 in. Shpg. wt. 12 oz. .87c
29K5567-36x54 in. Shpg. wt. 1lb.8oz. \$1.69

F PLASTIC CRIB MATTRESS COVER, covers top, sides and ends. Waterproof, resistant to oils, stains and body acids. Under straps at corners hold cover in place. Hand wash. Size 27x52 in. Shpg. wt. 8 oz.
29 K 5583—Light blue. \$1.79
29 K 5584—Pink. 1.79

G "COVERALL" PLASTIC CRIB MATTRESS COVER, fits over entire mattress with straps at each end to hold cover in place. Hand wash. Size 27x52 in. Shpg. wt. 14 oz.
29 K 5460—Light blue. \$2.79
29 K 5461—Pink. 2.79

H ZIPPER "COVERALL" MATTRESS COVER of soft, transparent plastic. Covers entire mattress, sanitary, waterproof, dustproof. Lightweight, long-wearing. Hand wash. Size 29x52x4 1/2 in., fits average crib size mattress.
29 K 5586—Clear white. Shpg. wt. 1 lb. 2 oz. \$3.69

I "COVERALL" MATTRESS COVER of sturdy plastic coated rayon, dustproof and waterproof. Has zipper closing. Hand wash. Size 29x52x4 1/2 in. Shipping weight 9 ounces.
29 K 5585—White. \$5.49

J WATERPROOF flannelette lap pads save extra laundering... handy for many household uses... wherever a softly napped, waterproofed, washable fabric is needed. Consists of two layers of absorbent cotton flannel, soft, fluffy on both sides and serviceably durable... processed together with synthetic rubber that holds the two layers of fabric securely together and is easily washable. Size 12x14 inches. Shipping weight 8 oz.
29 K 5127—White 2 for \$4.99

Waterproof Bedding... Utility Bags... and necessities for baby's everyday use

K RAYON TAFFETA DIAPER BAG in an attractive dressy style... grand for traveling. Top handles; slide fastener closing. Waterproof lining. Two loops for baby's bottles. Size 13 1/2 x 9 inches. Shipping weight 8 ounces.
29 K 5138E—Navy blue. \$1.18
29 K 5139E—Wine red. 1.18

L STURDY COTTON TWILL BAG has simulated leather bands for additional support. Genuine leather pull tab on zipper closing. Waterproofed lining. Grand all-purpose utility bag. Size 14x8 1/2 x 6 in. Shpg. wt. 1 lb. 2 oz.
29 K 5140E—Navy blue. \$1.73
29 K 5141E—Dark Brown. 1.73

M PLAID 'N' PLAIN rayon over-the-shoulder baby utility bag... bright, good-looking and smartly styled. Has a contrasting colored plaid flap. Waterproof plastic lining; double texture strap. Two button-type snap fasteners. Size 9 1/2 x 12 in. Shipping weight 8 ounces.
29 K 5144E—Navy blue. \$1.98

N SHOULDER-STRAP BAG has bright tartan plaid on one side, solid color on other. Cotton poplin with waterproof lining. Two bottle loops, a pocket and separate waterproof envelope inside. Size 10x15 in. Shpg. wt. 1 lb.
29 K 5145E—Multi-color plaid with navy blue. \$3.89

P ALLIGATOR GRAINED PLASTIC in bright red on one side... navy blue cotton poplin on the other in a handsome 2-tone over-the-shoulder style. 2 bottle loops, pocket; separate waterproof envelope for soiled diapers. Size 10x15 in. Shipping weight 1 pound 5 oz.
29K5146E—Navy blue, bright red. \$4.39

R "BABY DOO JR" TOILET SEAT is made of sturdy plastic... light weight, acid resistant, easy to keep clean and sanitary with a sudsy cloth. Convenient to carry when visiting. Fits over top of regular size toilet seat without slipping. Shipping weight 10 oz.
29 K 5574—White. .98c

S FOLDING TOILET SEAT for baby. Strong all metal construction covered with baked enamel. Can't pinch. Fits over regular toilet seat. Has rubber bumpers, folding legs for outdoor use... and moisture proof cotton bag to carry it in. Washable. Shpg. wt. 1 lb. 13 oz.
29 K 5575—White. \$2.44

T RUBBER DEFLECTOR for boys, can be attached to "Baby Doo Jr" without tools. Shaped for their comfort... and suitable for use on ordinary toilet seats. Comes complete with screw. Sanitary and washable with sudsy damp cloth. One size. Shpg. wt. 8 oz.
29 K 5459—Light blue. .37c

Prices of bags described above include 20% Federal Excise Tax.



50... SEARS-ROEBUCK CPMKN